

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LI.

NEW YORK, JUNE 14, 1905.

NO. 11.

The total number of copies **printed** by the publisher is of interest to every advertiser, but of greater interest and more vitally important to the advertiser is the number of copies actually **circulated**. Twenty copies of a magazine sent to a news dealer who sells but 5 of them, means that your advertisement in that magazine is "**circulated**" only to the extent of 25 per cent. so far as that one news dealer is concerned, and there are 26,000 odd news dealers that we know of, and this does **not** include the news counters in the Department Stores in the large cities, the steamers plying the great lakes, the Trans-Atlantic Liners, nor the news "butchers" on the thousands of passenger trains run in the United States each 24 hour day.

Every concern that is spending money in magazine advertising should inform itself as to the actual **circulation** of the magazines in which it spends its money. Calendered paper, colored covers and artistic typographical effects are very desirable, but they are valueless to the advertiser if they do not get past the News Stand "shelf"—do not reach a reader. No human mind can measure what reading matter the American public will buy 30 days in advance throughout this vast country. Yet, more than 60 per cent. of the magazines **printed** are placed on news stands. Ask the news dealers in your own town—in your own neighborhood.

HOME CIRCULATION is the most desirable, and that is the kind of circulation

THE WOMAN'S MAGAZINE, OF ST. LOUIS,

gives advertisers. Every copy of our more than 1,500,000 each issue, goes out in a separate wrapper—REACHES A HOME. This "every copy in a separate wrapper" means more to the advertiser than appears on the surface.

Think it Over.

The Des Moines Capital

LAFAYETTE YOUNG, Publisher.

Des Moines, Iowa, May 22, 1905.

Printers' Ink Publishing Co.

New York, N. Y.

Gentlemen--We have examined the 1905 edition of the American Newspaper Directory. We believe this Directory to be the most comprehensive and the most conscientiously prepared of all the advertising directories. It seems to us that it is absolutely essential to every advertiser in the conduct of an advertising campaign of any consequence. At the rate of progress which it is making, in a few years it will be considered the Dun & Bradstreet of the advertising world.

Very truly yours,

L. YOUNG.

1905 EDITION **NOW** READY FOR DELIVERY

Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of Rowell's American Newspaper Directory for 1905. Price \$10, net cash. Sent carriage paid, upon receipt of amount.

Send Order and Make Checks Payable to

CHAS. J. ZINGG, Manager,

10 Spruce St. (one flight up).

New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LI.

NEW YORK, JUNE 14, 1905.

NO. 11.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

TWENTY-FOURTH PAPER.

The memories of the early experiences with the advertising agency cluster and concentrate around the year 1868. In that year the writer had attained to the mature age of thirty, and after it had come to an end, he was so little informed upon the ways of the world as to believe that because the government had passed a law authorizing the collection of a tax on incomes, it was, on that account, incumbent on him to respond to the requirements set forth, and actually to put in his report, and be prepared to pay that tax. Figuring it out was easy enough. Admitting that the capital in the business, which apparently increased day by day, was as great on the last as on the first day of the year, it was evident that whatever money had been withdrawn from office earnings within the twelve months was income. It appeared to figure up a respectable sum, somewhat exceeding \$54,000, and upon that sum the government would exact something more than \$2,500 as an income tax. It was as bad business policy to hand in a report, as it generally proves to be for an incoming passenger, on an ocean steamship, to fill out the declaration of what goods are in his trunks upon which duties ought to be paid. It would have been cheaper to allow the officials to make their own estimates and arrive at their own conclusions.

I hardly believe that my neighbors, including my landlord, Mr. George Jones of the *New York Times*, would have thought it likely that I was doing much more

than earning office expenses. Mr. Jones often told me, in after years, that he kept a pretty close watch on the rent account for some time, for he did not believe, in the face of the competition I would have to meet, I would succeed in gaining a permanent foothold; but as the rent was payable monthly and always seemed to be handed in one day before it was due, without any call from a collector, he, after a time, began to acquire confidence, and became quite willing to allow our firm, then consisting of Mr. Charles N. Kent and myself, to take on office after office, as other tenants went out, and we required more room. While we remained in the Times Building we gradually increased our floor space until, at the time we moved in 1877, we were paying a rent of \$11,500 a year, and had actually given Mr. Jones, in this way, considerably more than twice as much money as the purchase of No. 10 Spruce street involved, with its 17,500 feet of floor space, in fee simple.

It was not until well into the third or fourth year, that I ever had time to appreciate the risks I had actually run in coming to New York, with so small a capital, and with scarcely any acquaintance. I bought a safe of Herring & Co. The firm was willing to sell one to be paid for in advertising, as it might be wanted, in papers of their own selection; but as the price was \$1,300, the manager seemed to be only taking a proper precaution, when he asked for such references, as would make it seem probable that he would get his advertising when he called for it. That matter of references was an embarrassing one. We had done some business for dozens of New

York advertisers, but that involved trusting them, not being trusted by them. We had accounts with several of the New York papers, but they were small and collected monthly; and each publisher felt about as Mr. Jones did, and would be quite in sympathy with the safe man. Every one was more in need of information than prepared to give it out in my behalf. I had had an account at the Broadway Bank before coming from Boston, but had at that time been led to think that the only function of a bank official was to appear to be somewhat in doubt and say nothing very much to the point. It is my recollection that the safe man, Mr. Farrell, who is still living and a director in the Lincoln Bank, had decided to let me have the safe; when it occurred to me to tell him, if he would knock off \$300 from the price, I would give him a check for the remaining \$1,000, that very minute. He accepted the proposal with so much alacrity that I was led to think then, and have never ceased to think since, that had I suggested an \$800 reduction, and offered a check for \$500, I would still have become possessed of that great iron cabinet that continues to this hour (1905) to inclose and protect the books of the Advertising Agency, and for which, in case of closing out the business, it is not, in my opinion, probable that the receiver would ever realize so much as \$125. Transactions in safes were so peculiar thirty or forty years ago, that the sign DANGER, always exhibited on the street when a safe is in sight, has ever seemed to me to be singularly appropriate. This is in no sense a criticism of Mr. Farrell or Herring & Co., for my treatment by them was very considerate, and they allowed me to have my own way in the whole transaction.

By and by the newspapers printed a list of the people who paid an income tax, and the amount thereof, and in my case, for a wonder, my name was spelled correctly, the initials were my own, and the figures absolutely accurate. Few people, who have not

had a similar experience, can realize how that publication enhanced my personal importance at that boarding house in University Place. The managers were two maiden sisters, the Misses Stryker, or I think I may say that the elder, Miss Katherine Stryker, was the manager and the younger, her companion, dependent and pride. Miss Helen must have been a beautiful girl, in her youth, and there was always about her an air of mystery and melancholy that won upon the sympathies of those who looked upon her on the rare occasions when she allowed herself to be seen. I and my small family became the star boarders; had a private table in one corner of the dining room, quite separate and apart from the long one at which all the other boarders sat; and, although the cost was increased, I was never quite certain that I liked the new arrangement, for there is a great deal of fun and friendliness to be found in the associations of a boarding house, and the peculiarities of the inmates and their conversation—their pride, their hopes, their ambitions—have in them much of human interest.

One good lady had a distinct formula, always used in ordering her breakfast. "Delia," she would say to the waitress, "I—want a—very—small—piece—of—beef—steak, v-e-r-y rare, and v-e-r-y tender, tell Miss Stryker." And another boarder, who sat opposite, commenting on this daily formula, used in after years to relate that Delia would go out, and after being gone half an hour, return "with a piece of gristle about as big as my two hands."

There was a gentleman of southern birth and breeding; a lawyer, an educated man. He it was who first directed my attention to the delightful humor of two books, not now very often seen: "Georgia Scenes," and "Flush Times in Alabama." This good man had evidently not been used to boarding houses, for he always passed a dish before helping himself, and as no dish ever came back, or if it did, came back empty, he gradually grew serious

(Continued on page 6.)

WANT "AD" PAPERS YOU SHOULD KNOW ABOUT

"There is a distinct connection between classified and display advertising. A paper known as a want ad medium is usually a favorite with local advertisers, and secures as much general business as any of its competitors. Sometimes advertisers make a practice of selecting mediums by their want ad patronage."

—*Printers' Ink.*

¶ In Baltimore, Montreal, Minneapolis, Indianapolis and Washington, the following high-grade evening papers lead all contemporaries in classified advertising. ¶ The general advertiser can make no mistake in using these papers:

The News carries more want ads than any other Baltimore daily. Recognized want ad medium of Baltimore.

The Montreal Daily Star carries more want ads than all other Montreal papers combined.

The Journal carries more want advertising than any other paper in Minneapolis or St. Paul.

Printed 125,207 more classified advertisements, during 1904, than all other dailies of Indianapolis combined.

The Evening and Sunday Star carry double the number of want ads of any other paper.

The Baltimore News

The News absolutely covers the field. Largest circulation in Baltimore of any paper.

The Montreal Star

The Star is the requisite to a successful advertising campaign in Montreal.

The Minneapolis Journal

The favorite medium of "The Great Northwest" for general advertisers.

The Indianapolis News

The News carries more foreign and local display advertising than all other Indianapolis papers combined.

The Washington Star

Reaches over 92 per cent of the white homes at The Capital. Largest circulation of any local paper.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO.

and thin. We all eat too much, however, and I am not certain that the man did not live longer than he would if his manners had been less considerate. In after years this same good man, who lingered on after I had gone away, came to me to say that the old house had been given up, that the two old sisters were as poor as they were deserving—and that meant very poor indeed—that they seemed to have no friends to lend a helping hand, and that he, personally, had charged himself with the duty of finding out a respectable, comfortable old ladies' home, where they might be permanently cared for; if only a certain specified moderate sum might be raised to cover a stipulated admission fee. It was one of the sweetest pleasures afforded by a moderate prosperity that I was able to respond to his suggestion in a manner that made it unnecessary for him to present the case in other quarters; and, although I do not now recall the name of the institution, and never visited it, I did feel complimented to receive its annual reports so long as the good ladies lived, and to note that my own name was given a place among the very respectable list of gentlemen that constituted the board of managers.

There was living, at this boarding house, a beautiful woman; in appearance much what Mrs. Patrick Campbell is to-day. Her husband, a gentleman of old-fashioned, graceful manners; was a descendant, and bore the name of a famous Virginia family. In the privacy of their room, with the intimacy that grows with every-day acquaintance, occasion was once taken to speak of the luxuriant beauty of the lady's hair; whereupon she produced what I think was the longest umbrella box it was ever my fortune to see; and, opening it, exhibited material out of which a considerable switch might be manufactured; and explained, that for years, at her toilet, it had been her practice to straighten out and preserve every hair that parted company with its neighbors. These good people disappeared from my view,

for many years; but once, while in Washington, having occasion to visit the State Department to obtain a passport for use on a proposed visit to foreign countries; I was surprised, and pleased, to find the gentleman who would attend to my requirements, was no other than my old friend of University Place. Having obtained the address, I proposed to pay my respects to his good lady. Not being particularly familiar with Washington localities, I remember going out of a side door of the hotel where I was stopping and engaging a coupe, ordering the driver, for some reason I hardly know what, to come around to the front entrance for me a little later. There was a peculiar expression on the face of the man when I gave him the address to which he was to take me; but I took my seat, and he departed; stopping a minute later before a house that stood within twenty feet of the place where his cab had been standing at the time I engaged him. I then understood the smile I had previously observed. While in conversation with the lady, inquiry was made as to the ultimate fate of that wonderful umbrella box of former years and she thereupon, while asserting that her hair had lost something of its luxuriance, directed my attention to a very beautiful coil, which she assured me was the satisfactory result of her years of painstaking saving.

There is one other memory, connected with the life in the University Place house, that often comes to mind. Confinement to a desk had made it advisable for me to seek some out of door entertainment; and an old friend from my New Hampshire home, sold me a small, young, rather ugly, strawberry roan mare, that developed not only a most charming disposition, but an unexpected capacity for speed; and many a delightful surprise she gave me on Harlem Lane, and out beyond McComb's Dam Bridge, on the road to the Jerome Park of those days. Few horses were encountered that, in a short brush, she would not get ahead of; but I re-

(Continued on page 8.)

The Advertising of Clothing—

And Other Things.

In McClure's for June we told the facts about an automobile manufacturer, whose advertising this year (directed by us) created a market for two times his output.

We told how he was obliged to double his factory capacity.

Automobiles are new—Clothing is old. We have not changed 1 into 2 for any clothing manufacturer yet, but we have devised new logical ideas in advertising clothing that have made sales jump.

"Clothcraft Clothes" are made by the oldest clothing builders in the United States—The Goldsmith-Joseph-Feiss Company, of Cleveland.

Their's was the first house in America to make a stand for All-Wool clothing. Not a shred of cotton ever found its way into a coat, a vest, or trousers, bearing the "Clothcraft" trademark.

They started in 1850. It was 1901 when they first asked us to submit an advertising plan.

They stipulated that our ideas must combine force and originality, along with common-sense salesmanship. They insisted that their advertising must

fairly lift a whole head and both shoulders above the surrounding seas of mediocrity.

We made that kind for them.

And here is the result:

From 1901, to and including the Fall advertising of 1904, the "Clothcraft" business increased 55 per cent over the best previous record.

We can also prepare for you an advertising plan that is completely new—different—stronger than your competitors have ever had. A plan you will commend for its logical selling force, its real business-getting power.

We are doing just this kind of work for the largest corporations in the United States. Some of them never believed in advertising until we showed them how to create a new sort.

It costs you nothing but a letter to find out what we can undertake to do for you.

THE BATES ADVERTISING CO.

CONVERSE D. MARSH,

Chairman of Executive Committee,

Spruce and William Streets,
New York.

member, distinctly, an old clergyman, as I thought, who rode in a top buggy, driving a single horse, whom, under no circumstances, could I ever get by. On one occasion I made up my mind to find out, if possible, who the old gentleman was, so, taking pains to keep him within sight, I followed towards the city, over the bridge, past the road houses, and through the park. In the park he appeared to receive respectful

read of this and that Mr. Vanderbilt, who overspeeds his automobile, or does some other things of almost equal importance in social circles; or is a cause of anxiety to Mr. Jerome; and I take occasion to reflect that the person mentioned is not a son, nor a grandson, but a great-grandson of the old gentleman with the benevolent face who always drove such an excellent horse.

My strawberry roan, Maggie,



GEO. P. ROWELL, JAMES H. DATES AND THE STRAWBERRY ROAN MARE IN 1872.

attention from every policeman, although, I thought he was driving a little faster than the law permitted. Shortly I heard a policeman address him as Commodore; and then it flashed upon me that his face was familiar enough through lithographs and other pictures, and that this was no other than Commodore Vanderbilt. In thinking of the matter, to-day, it would seem that this must have been very, very long ago; for in the morning paper I

fell a victim to that curse of will-ing horseflesh, nervicular disease, making her lame in her forefeet, and she had to be sent back to her old home among the Granite hills. I was led to make a present of her to my father: on a suggestion from him that I might do worse; but the old gentleman, with customary New England thrift, immediately sold her out of the family, and when I heard of that, I expected to see her no more. Fully twenty years after-

wards, however, a letter came to me from a school friend, a store-keeper in Lancaster, N. H., saying that old Maggie was still alive, and existing under the ownership of an unpromising man, who was not kind to her, nor to anything else connected with him; and that the mare could be bought for five or ten dollars, a sum that my friend believed I would be willing to contribute for the purpose; and he said that he, on his part, would take her to his own stable, see that she had at least one night of comfortable shelter with plenty to eat; and promised that, the next morning, she should be shot, and put out of danger of further ill-treatment. The next morning, however, my friend reported that the old darling looked so bright and cheerful, and seemed so lively, that he concluded to keep her until I should see her, and decide upon what should be done. This led to her being sent to a farm I owned, not far away, and there, for a year or more, she did considerable service. During that time I had a visit from the literary artist, Mr. Clifton Johnson, who was then preparing his book, "Sketches of New England Life," and in it he placed a picture of a scene in a New England sugar orchard; in which there appeared a representation of old Maggie in work harness, with a mate of twice her size, engaged in the work of hauling sap from the trees to the evaporator in the sugar house. I value the picture very much. The picture shown here was taken at Lancaster, N. H., in 1872, a year after the mare had returned to her native hills, and at a time when Mr. Bates was spending a little time in the White Mountains on a vacation trip. Maggie was finally transferred, in trust, to the father of my farm superintendent, an elderly man who liked to have a horse at his command but had not too much money to invest in the purchase of one; and there she did more good service, for another year or two, although I heard from the superintendent, now and then, that the old gentleman was a little afraid of her, she was so spirited. She finally died

and her joys and troubles are now at an end.

THEY WANT MORE.

47 Maiden Lane,
NEW YORK, June 3, 1905.

Editor of PRINTERS' INK:

When you stop printing Rowell's story you may stop sending me your fine little paper. Where's the man who can tell such a story?

B. CLARKE.

TEN EYCK T. MOSHER,
Real Estate.

Office: 180 South Pearl St.
ALBANY, N. Y., June 6, 1905.

Editor of PRINTERS' INK:

I want to tell you how much I have enjoyed reading Mr. George P. Rowell's articles on old-time advertising. When the letter-carrier leaves PRINTERS' INK I at once stop everything that I may read Mr. Rowell's article. It is very interesting to me, because, as a new advertiser, I want to know something about advertising in days gone by, and about the men who made advertising what it is to-day. Please have Mr. Rowell continue his articles just as long as there is anything to tell. You cannot continue them long enough to suit me. Very truly yours,

TEN EYCK T. MOSHER, JR.

THE NEW MAPLE HOUSE.

A Good Hotel in a Good Town. Located One Block South of the Depot in the Business Section.

Mr. and Mrs. Art Yeager, Props.
NEWMAN, ILL., June 2, 1905.

Editor of PRINTERS' INK:

In answer to "A Reader of PRINTERS' INK" on page 18 of May 31 issue, I say keep those Rowell letters going. They're the best ever. Yours,

ART YEAGER.

"SKANDINAVEN,"

Founded in 1866.

Daily, Sunday and Semi-weekly.
CHICAGO, June 3, 1905.

Editor of PRINTERS' INK:

I notice in the issue of the 31st of May a request by one of your readers to cut out those letters by Rowell. I wish to state that I disagree with the gentleman who made this request. The letters are very interesting, and I look forward every week to them, and hope that the same will be published in book form. Should you publish them in that manner, please send me a copy of the book, and I will gladly send you the price of the same.

Yours very truly,

RICHARD A. PICK,
Advertising Representative.

Bits of wisdom about good form in business correspondence are mingled with sage pieces of advice to use Coupon Bond for business stationery, in a booklet which comes from the American Writing Paper Company, of Holyoke, Mass. The booklet is attractively printed on Coupon Bond, in black and red ink.

PHILADELPHIA NOTES.

By John H. Sinberg.

When the doors of the new building of Jacob Reed's Sons, 1424-1426 Chestnut street were opened the other day, the patrons of this old firm were ushered into one of the largest and best equipped establishments of its kind in the country. The new building is a marvel of excellence, yet in every detail its construction is radically simple. It is absolutely fireproof and four stories in height. The entrance is through a high and imposing archway, with a decorated ceiling of tile and brick. Here are depicted classic representations of spinning, weaving and kindred textile industries. The ornamentation is well worked out in bobbins and miniature ram's horns—the firm's old trademark. The expanse of floor space on the first floor attracts and holds attention. Extended all the way back to Sansom street through the center of the store are several hundred tables covered with ready-to-wear clothing. The ceiling is high and vaulted, and is finished in light green, without ornamentation. Massive Byzantine columns support the ceiling. On both sides of the store are counters. On the left are displayed hats and caps, while shirts, collars and dress sundries are on the other side. The method of lighting the store is ingenious. On each side of the building is a skylight running its entire length. By this means direct light is shed on the counters, with a diffused light in the center of the store. The second floor is given over to boys' and children's clothing; the third to custom tailoring and uniforms. The entire fourth floor and the rear of the second and third floors are used for manufacturing purposes, where the firm makes its own clothing, shirts, etc.

Eighty-one years ago Jacob Reed established his first store at Second and Spruce streets. Since 1824 the business has been carried on entirely by himself and his sons. In 1883 the firm moved

to 920-922 Chestnut street, and fourteen years later it moved westward to 1412-1414 Chestnut street. But growing business necessitated still further expansion, and finally it was decided to erect the new structure which has just been occupied. This firm is one of the largest and steadiest newspaper advertisers in Philadelphia, and its advertising copy is always distinguished by its large, easy-to-be-read type, and clear-cut style of argument.

* * *

Philadelphia is famous for its great number of shoe advertisers, but of late the advertising of footwear has broken all records, and the end is not yet, for the writer hears on good authority that at least two new manufacturers contemplate invading Philadelphia shortly with large establishments on either Market or Chestnut street. The more recent additions are two stores of the Nelson Shoe, the factory of which is located in Chambersburg, Pa. In a talk at the factory with Mr. Thomas M. Nelson, he told me that while he is only using one Philadelphia paper at the present time, he contemplates increasing his appropriation in the fall and using more papers. Another new-comer is the Beacon Shoe, on Chestnut street, above Eighth. The store uses large and attractive copy, the trademark of which is a light-house with rays of light streaming from the lamp. The above two are regular advertisers and are doing good business, notwithstanding the fact that such well-known makers as Hallahan, Sorosis, Regal, Emerson, Douglas, Queen Quality, Clafin, Steigerwalt, Benkert (besides the regular department store shoe departments), are daily advertising their famous wares.

Another proof that advertising will create a market.

♦♦♦

GRIGG AND McCALL, 407 Security Bldg., St. Louis, Mo., have issued for gas producers a stock pamphlet of arguments in favor of the use of gas for cooking purposes. The arguments are good, and clear-cut, but the illustrations seem to fall short of being quite good enough.

The Philadelphia
Bulletin's circulation
is larger than that of
any newspaper pub-
lished in the State of
Pennsylvania.

NET AVERAGE FOR MAY.

222,579 Copies per Day

"The Bulletin's" circulation figures are net; all
damaged, unsold, free and returned copies have
been omitted.

Wm. L. McLean, Publisher.

PHILADELPHIA, June 3rd, 1905.

For detailed statement of May circulation see
Roll of Honor Column.

KALAMAZOO STOVES.

SOME DETAILS OF A CONSPICUOUS MAIL ADVERTISING SUCCESS—WHAT THREE YEARS' ADVERTISING HAS DONE FOR THIRTY YEARS OF STOVE-MAKING—WM. THOMPSON AND HIS BIG RECORD BOOK.

In **PRINTERS' INK** for November 2, 1904, an account of the success of the Kalamazoo Stove Company was given. This concern began business in April, 1902, setting up a little foundry on some swamp land in the Michigan city behind a row of box cars. Wm. Thompson, founder of the company, had been in the stove manufacturing trade thirty years, and the Kalamazoo Stove

standpoint of service and value. He had in mind sales from manufacturer to ultimate purchaser, asking prices twenty to thirty per cent higher than those of mail-order houses, but giving even better value than the best stove manufacturers. Another point of his proposition was improvement of stove advertising, which had been pretty poor stuff till then, running chiefly along the lines of five-cent cigar advertising—"Excelsior Stoves and Ranges Lead all Others" and that sort of thing.

This new concern settled on a hummock in a swamp, because a stove factory has lots of slag and can make land by filling in around itself as its business grows, usually. But in the case of the Kalamazoo Stove Company growth has outstripped the filling-in process. About 2,500 stoves and ranges were made the first nine months. During the first four months sales averaged only one stove a day, but now the daily sales along in the fall, after harvest, run to between 300 and 400, and the company will make over 30,000 stoves this year. As fast as new land is made it is covered with pig iron. Where ten molders were employed at the outset, 150 find work now. In the polishing department several big motors are running with an overload so heavy that electric fans play upon them to keep them cool.

"When we get the roof on our new ball park," explained Mr. Thompson, "we'll be in better shape to handle demand." The "new ball park" is another moulding and finishing shop, so big that few batters could knock a ball beyond its walls.

Mr. Thompson had very little experience of advertising, but he took a hand in preparing copy with the help of an agency—the Long-Critchfield Corporation, Chicago—telling fundamental truths about stove quality and stove selling. He also set out to keep close track of inquiries and sales from each keyed advertisement, so that to-day, by referring to a big record book, he can trace the history of every publication that has been used, good or bad, and tell

A KALAMAZOO DIRECT TO YOU

We will send you, freight prepaid, stove from our factory direct to your door at Kalamazoo, Mich. or Range in a

300 Days Approval Test.

If you are not perfectly satisfied with it to every way, return it at our expense. No questions asked. We guarantee order to be delivered. Our stove is so better than any other made that it is Kalamazoo and we save you from 10% to 40% because we give you

LOWEST FACTORY PRICES.

We have no expense for advertising, no price and charges out of the way and have arranged open factories to the world, and we are the only one of our kind. We have the best price and the best quality in the world. If you want the best price and the best quality in the world, we have it for you.

Send Postal for Free Catalogue No. 1144

Illustrations full line of new stoves, ranges and heaters of all kinds for all domestic purposes and for all kinds of all other business quality built with special reference to the life and economy of fuel. All standard, efficient and ready for immediate use. All made of steel and some equipped with patented stove thermostats. If you have and make looking over

WE PAY THE FREIGHT

Investigate our offer and see every

KALAMAZOO STOVE CO., 2111 Kalamazoo, Mich.



Company was organized to carry out an idea he had been turning over and over since 1893, namely, that by advertising stoves better than they had ever been advertised before, and selling them direct to the people, it would be possible to deliver them to purchasers at a price less than what would ordinarily be paid wholesale by their local retailers. It was not a "mail-order" idea, but manufacturer-to-consumer, which is another thing.

The stove business is rather profitable. It takes a good deal of capital to carry on, and not everybody with the necessary capital knows how to make stoves. The retailers are also well organized, and keep up trade lines. Mail-order houses have in latter years built up a large traffic in cheap stoves, but Mr. Thompson considered the stuff they sold altogether outrageous from the

its percentage of cost to make 6,200 postoffices throughout the actual sales. United States where our stoves

"We commenced with a list of have been delivered, and upon farm papers," he says, "and did request the names of purchasers well, though the start was slow. in any town are sent to prospective buyers. This does more business. One stove a day was a good be-



MR. WILLIAM THOMPSON.

ginning, though, because I had ness for us than any financial raising could. counted on the good will of people who bought our stoves to sell "Our advertising was placed others, rather than upon the advertising through an agency from the start. vertising. In our catalogue to-day because I would as soon think of day we print the names of over doing my own advertising as of

getting a family doctor book and becoming my own physician. My endorsement of reliable advertising agencies will always be in the strongest terms. All ads were keyed, every inquiry credited, every sale, and each medium made to stand or fall on the percentage of business it brought. But I have learned that it doesn't always do to be too hasty in forming opinions of a medium's pulling powers. Buying a stove is a ticklish proposition. It usually turns a family upside down. People talk with the neighbors and take their time making up their minds, so that stove advertising is a long-time investment. Spending money to get names is just like building a new foundry. This is where one is apt to be too hasty in drawing conclusions from keyed results. Too many advertisers want to make bull's-eye hits with their advertising, I think. They won't invest.

"As an illustration, take some of the weekly editions of daily papers which we have been using during the past year. In 1904 we spent \$314 with the weekly Kansas City *Star* and got back, in cash business, \$900. This year we have not used that paper, yet since January 1 we have traced \$200 worth of sales to it, which came entirely without expense. I have no doubt there is more to come. The weekly *Germania*, of Milwaukee, has brought us nearly \$400 since the first of the year without expense, from advertising that was done last year. Some of my friends laughed at me when I went into the *Appeal to Reason*, the socialist paper published in Girard, Kansas. Yet after I had spent less than \$100 with this paper and stopped we traced to it \$350 worth of sales. So, with another paper I have in mind, probably one of the poorest in the country you would say from surface indications, we got a profitable lot of business eight months after the advertising had been discontinued. Without sufficient capital or courage I can conceive of a concern like ours beginning to get profitable returns from its advertising after it had

gone into a receiver's hands—results take time.

"We have steadily sifted down our advertising until the cost of publicity is now less than twenty per cent on gross sales. This is profitable. If it can be reduced to ten per cent we would just make lots and lots of money. The retail dealer's profit would be fully fifty per cent, so you can see where we save money for purchasers. The best medium of all is the little *Farm Journal*, of Philadelphia—it brought us \$20,000 worth of business last year. *McCall's Magazine* is a fine puller, and so are the *Christian Herald*, *Ladies' World*, *Youth's Companion*, *Delineator*, *Designer*, *Success*, *Ladies' Home Journal* and *Woman's Magazine*. The latter is the only mail-order paper that I have found profitable—the rest seem to go to people who want a class of stoves of a lower grade than we will make.

"The *Saturday Evening Post* and *Collier's* sell lots of stoves, but with the exception of these and *McClure's* it does not pay us to use the general magazines—not for direct results. To use them as a matter of profit is like taking so much money from the bank and throwing it to the winds. Yet ten per cent of our \$100,000 expenditure this year will go into ten or twelve general magazines. Not long ago a man in Chicago said to me, 'Thompson, you're doing some heavy advertising—I see your ads in all the magazines.' As long as people say that—it is a remark I hear frequently—I consider it worth while to be in a few of the general monthlies. It gives all our other advertising a higher standing. It is like a fine show window. But the cheaper mediums bring the most profitable business. We spent \$940 in *McClure's* last year, and it brought \$3,200 in business. That was a cost of thirty per cent. The year before this magazine cost us fifty per cent. On the other hand, the *Wisconsin Agriculturist* got \$140 of our appropriation last year, and brought us \$1,400 worth of business—a cost of ten per cent. From the standpoint of

profit, therefore, money in the general magazines is not a good investment for us. But we consider them well worth while as publicity. This year we have used half pages. Next year we shall probably use full pages. The *Saturday Evening Post* and *Collier's* were added to the first list of farm papers and have pulled well ever since. Some of our directors thought they had been foolhardy when we passed an appropriation of \$1,120 for a full page in *Collier's*, but now we take full pages without hesitation at certain seasons of the year.

"Seventy-five per cent of our gross sales are made right after harvest, when people have their crop money, and that is when we go in for heavy advertising. Three-fourths of our output is stored away waiting for this season. Next fall we will ship at least 600 stoves daily. Advertising would be of little value without persistent follow-up. Three letters and the catalogue go to every inquirer, and the third letter asks questions that brings another inquiry and starts a fresh series. Two-thirds of our inquiries are accredited to the proper magazine by key numbers. With every stove shipped we send a postal, accompanying the bill of lading, asking what publication led to the sale, and upon this we base our estimate of each medium—not upon the mere number of initial inquiries. By persistent follow-up we have been able to make one sale to every four and a half inquiries this year. Last fall during the rush season the proportion was even lower. It can be lowered still further, I believe. Our copy has talked selling plan rather than stove, for we want the people to become interested in that. After the stove is delivered they find out how good it is—much more quickly than printed words would tell them. If you were to tell any stove manufacturer that Thompson puts Wellsville blue polished steel and Wood's refined steel into his Kalamazoo stoves he would say that it was either untrue or very foolish. Yet that's

what we use, and I'll pay anybody \$100 a pound for all the scrap iron they find being used in this factory. The quality of our stoves is shown by the fact that we've sold 1,400 right here in Kalamazoo, and also in the fact that we lead in Michigan. In our own State we've delivered stoves to 946 towns out of a total of 1,100 postoffices."

JAS. H. COLLINS.

Bucks Shot is a new monthly published by the Bucks Stove and Range Co., of St. Louis, Mo., in the interests of the "Bucks family" of customers, salesmen and advertising men of customers, and officers and employees of the company. The May issue is replete with advice which, if followed by the members of the Bucks family, should add very materially to the company's business during the hot months.

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 152,062

RATE 35 CENTS.

THE GREATEST GAIN IN CHICAGO.

In the month of April, 1906, display advertising in THE CHICAGO RECORD-HERALD showed a gain over 1904 of

198 Columns and 169 Lines,

By far the greatest gain shown by any Chicago morning paper. The Chicago Daily News said on January 20, 1906, following a detailed report of its own circulation:

"With the single exception of The Chicago Record-Herald, no other Chicago newspaper makes a complete detailed publication of the actual sales of all its editions.

Circulation of THE CHICAGO RECORD-HERALD for January, February, March and April, 1906:

Daily Average, 148,928
Sunday Average, 203,501

Careful advertisers want facts not claims. They get the facts from THE RECORD-HERALD.

THE JUNE MAGAZINES.

Two important changes in magazine ownership occurred last month. The *Booklovers Magazine* passed from the control of Seymour Eaton and will be published by D. Appleton & Co., New York, beginning with the July issue. The name has been altered to *Appleton's Booklovers Magazine*. Both the editorial and business offices have been moved to New York. The *Cosmopolitan* has been sold to William R.

GROSS ADVERTISING IN LEADING MONTHLY MAGAZINES FOR JUNE.

	Pages	Ag.	Lines
*Country Life in America (cols.).....	254	43,683	
Harper's Monthly.....	154	34,496	
*McClure's.....	154	34,496	
*Scribner's.....	142	31,808	
Review of Reviews.....	135	30,240	
*Munsey's.....	136	28,224	
Century.....	118	26,432	
Country Calendar (cols.).....	184	26,128	
System (May).....	114	25,536	
*Everybody's.....	101	22,624	
*Four-Track News.....	98	21,952	
*World's Work.....	98	21,952	
Sunset Magazine.....	94	21,056	
National Magazine (May).....	91	20,384	
*Ladies' Home Journal (cols.).....	95	19,080	
*Leslie's Magazine.....	84	18,816	
Success (cols.).....	101	17,372	
*Delineator (cols.).....	129	17,326	
*Good Housekeeping.....	76	17,024	
Cosmopolitan.....	70	15,680	
Woman's Home Companion (cols.).....	78	15,600	
Booklovers Magazine.....	69	15,574	
Metropolitan.....	66	14,784	
Atlantic Monthly.....	65	14,560	
Lippincott's.....	65	14,560	
Harper's Bazaar.....	64	14,336	
World To-Day.....	63	14,112	
Reader Magazine.....	58	12,992	
Field and Stream.....	58	12,990	
Ainslee's.....	54	12,066	
Red Book.....	52	11,648	
Men and Women (cols.).....	55	11,175	
Pearson's.....	49	10,976	
*Designer (cols.).....	81	10,874	
Bookman.....	42	9,408	
Recreation.....	42	9,408	
Smart Set.....	42	9,408	
Ladies' World (cols.).....	46	9,390	
Garden Magazine (cols.).....	63	9,072	
Critic.....	40	9,028	
House Beautiful.....	60	8,729	
*New Idea Woman's Magazine (cols.).....	65	8,710	
Argosy.....	38	8,512	
Strand.....	34	7,616	
*Woman's Magazine (cols.).....	43	7,441	
Gunter's Magazine.....	32	7,250	
Housekeeper (cols.).....	35	7,091	
Suburban Life (cols.).....	40	6,873	
Madame (cols.).....	34	5,707	
*Benziger's Magazine (cols.).....	30	5,059	
Twentieth Century Home (May-cols.).....	30	4,896	
Black Cat.....	23	4,830	
St. Nicholas.....	19	4,256	
Phyllis (May).....	39	2,340	

GROSS ADVERTISING IN LEADING WEEKLY MAGAZINES FOR MAY.

Week ending May 6:	Cols.	Ag.	Lines
Outlook (pages).....	86	19,264	
Collier's.....	50	12,178	
*Life.....	67	9,465	
*Saturday Evening Post.....	53	9,374	
Independent (pages).....	41	9,184	
Literary Digest.....	58	8,331	
Vogue.....	43	6,845	
Leslie's Weekly.....	26	5,200	
*Public Opinion.....	36	5,040	
*Scientific American.....	23	4,582	
Town Topics.....	23	3,995	
*Associated Sunday Magazine.....	19	3,576	
*Christian Herald.....	18	3,060	
Illustrated Sporting News	12	2,160	
Week ending May 13:			
Collier's.....	52	9,884	
Vogue.....	56	8,757	
*Saturday Evening Post.....	46	7,894	
Literary Digest.....	51	7,295	
Outlook (pages).....	30	6,720	
Illustrated Sporting News	37	6,398	
*Associated Sunday Magazine.....	31	5,728	
*Scientific American.....	23	4,554	
Town Topics.....	26	4,295	
Independent (pages).....	27	3,808	
*Public Opinion.....	17	3,780	
*Life.....	22	3,138	
*Christian Herald.....	18	3,060	
Leslie's Weekly.....	13	2,601	
Week ending May 20:			
*Saturday Evening Post.....	63	10,710	
Collier's.....	48	9,123	
Outlook (pages).....	30	6,720	
Literary Digest.....	46	6,598	
Vogue.....	41	6,482	
*Life.....	39	5,543	
Town Topics.....	30	4,953	
*Public Opinion.....	32	4,180	
*Associated Sunday Magazine.....	22	4,088	
Independent (pages).....	17	3,808	
Leslie's Weekly.....	18	3,685	
*Scientific American.....	16	3,168	
*Christian Herald.....	15	2,627	
Illustrated Sporting News	11	1,951	
Week ending May 27:			
Vogue.....	144	32,589	
Collier's.....	52	9,883	
*Associated Sunday Magazine.....	52	9,447	
Literary Digest.....	43	6,148	
Outlook (pages).....	26	5,824	
Leslie's Weekly.....	28	5,667	
Town Topics.....	31	5,152	
*Saturday Evening Post.....	30	5,100	
*Scientific American.....	25	4,950	
*Public Opinion.....	15	4,481	
Independent (pages).....	15	3,160	
*Life.....	21	3,065	
Illustrated Sporting News	17	2,938	
*Christian Herald.....	14	2,499	
Totals for May:			
Vogue.....	284	54,671	
Collier's.....	202	39,068	
Outlook (pages).....	172	38,528	
*Saturday Evening Post.....	194	33,078	
Literary Digest.....	198	28,372	
*Associated Sunday Magazine.....	124	22,839	
*Life.....	149	21,211	
Independent (pages).....	90	20,160	
Town Topics.....	110	18,365	
*Public Opinion.....	127	17,780	
*Scientific American.....	87	17,254	
Leslie's Weekly.....	85	17,153	
Illustrated Sporting News	77	13,447	
*Christian Herald.....	65	11,246	

Hearst, according to the best accounts, though neither Mr. Hearst or John Brisben Walker would talk of the matter. It is understood that Mr. Walker continues as editor for some time, and that he also retains the ownership of the *Twentieth Century Home*. The *Cosmopolitan* has been moved to 59th street and Broadway, but the *Twentieth Century Home* remains at Irvington-on-the-Hudson, where the \$250,000 plant built for the *Cosmopolitan* will be used in the publication of books.

MAGAZINE NOTES.

That June cover of the *Ladies' Home Journal*, entitled "The Bride's Bouquet," has little suggestion of race suicide about it.

Tales, a new monthly magazine with a new idea, appears for the first time this month. It is to be devoted almost wholly to translations of fiction from European authors, and the initial number contains stories from the French, German, Spanish, Russian, Italian, Swedish and Hungarian. Richard R. Mamlok, formerly with the Ellis List, is advertising manager. The *Tales Publishing Co.*, a West Fourth street, is backed by Colonel Mann, of *Town Topics*.

System, the Chicago business monthly, is only a little more than two years old. Its first issue contained only sixty-four pages, but in sixteen months this had grown to 300 pages, in colors, and the present circulation is said to be 60,000. Since last January the System Company has had a New York office at 1 Madison avenue, with Kendall Banning as Eastern editorial representative, Earl R. Crowe as advertising representative, and R. K. Hay as circulation manager.

Collier's will issue a special Independence number July 1, the advertising forms of which closed June 10.

"How Fortunes are Made in Advertising" is an interesting article in the June *Success*. Henry Harrison Lewis tells something of the advertising history of the New Idea ten-cent dress pattern, the Sarsaparilla Razor, the Ingersoll Watch, and an anecdote about the advertising value of the Prudential Life's Gibraltar trademark.

The editor of the *Century* claims that his magazine was the one that Mr. Gladstone insisted upon having with the ads because he believed that the trade conditions of the United States and the wants of the American people could nowhere be studied to better advantage. Thus is a useful old advertising story taken in and given a home. "The advertising pages of the *Century*," continues the editor, "have a decided attraction for European readers." A resident of Geneva, Switzerland, writes that his intention was to obtain the *Century* as he knew it with the American advertising, but when he found that he was receiving the English edition with English advertising he complained loudly.

The May *Philistine* contains a vigorous preachment from Fra Elbertus on parcels post, contrasting mail with express matter in a way that goes to the heart of the question.

The chromo Coca-Cola insert in the June monthlies, with its handsome new lithographed portrait of Mrs. Coca-Cola, has a free coupon good for a drink of the beverage at any soda fountain in the country, the magazine reader simply detaching it and presenting to the dispenser. This is an excellent June novelty, and ought to bring back coupons by the hundred thousand.

Otto Koenig has been appointed advertising manager of the Street & Smith trio, *Ainslee's Magazine*, *Popular Magazine*, and *Smith's Magazine*. These have recently been moved to new offices at 15th street and Seventh avenue, New York.

The June 3 issue of *Public Opinion* is a Recreation number of fifty-two pages, and in addition to the regular circulation between 30,000 and 50,000 copies went to members of golf clubs and other lovers of outdoors.

As soon as the colleges close this month, 2,000 college students, trained in canvassing by branch office managers, will begin a subscription campaign for *Success*. Big results are expected from this intelligent class of solicitors, and a high grade of subscriptions.

The August issue of the *World's Work* will be devoted to the Lewis & Clark exposition at Portland, Ore., and the "Wonderful Northwest." A repetition of last summer's hit with the St. Louis number is looked for. Herbert S. Houston, advertising manager of the magazine, is spending the entire summer at Portland, with some of the editorial force.

Country Life in America has added an advertising index, in which articles are ranged alphabetically by subjects, as well as a subject index of reading matter similar to a book index. This magazine is to be enlarged, and next February its price will be increased to thirty-five cents on newstands, \$4 a year. *Country Life* has, for four months, held a position at the head of all the magazines, carrying in excess of 40,000 agate lines in March, April, May and June. To show readers that there has been a proportionate increase in text matter tables of same are published, revealing an increase of from twenty to thirty columns per month over last year's totals.

Edward J. Wheeler, for ten years editor of the *Literary Digest*, has become editor-in-chief of *Current Literature*.

Many of the old sporting papers have disappeared with the advance of the daily paper in this field. The *Illustrated Sporting News*, however, seems to have made a distinct place for itself, publishing fine illustrations and reporting outdoor sports with a completeness and authority exceeded by no daily. This weekly has just finished its second year, and is secure in its place.

The handsome series of ads in colors printed by *McClure's* in advertising journals last year has been reproduced in enlarged size upon fine paper, and is being sent out in a portfolio by Curtis P. Brady, manager of the advertising department.

Recreation, under the new management of W. E. Annis, with Dan Beard for editor, is a monthly with an ascending curve of quality and influence. A novel want department has just been started under the management of Frank Ford, who will undertake to buy or sell any article desired by readers of *Recreation* or to furnish any information about vacation places, equipment, etc.

A DAILY PAPER FOR A DOLLAR A YEAR.

A hitherto uncovered field has been developed by the Chicago *Daily Review*, which was started in that city January 11. This four-page newspaper is mailed to subscribers for one dollar a year, and since its first issue has received subscriptions from every State in the Union. On May 10 the editions printed were in the neighborhood of 22,000, and rapidly growing. The circulation is national. Five hundred copies comprise the total Chicago circulation, and the paper is for sale on only a few newsstands in that city.

The strongest attraction of the *Review* for readers seems to be its price. Heretofore only a semi-weekly newspaper could be had for a dollar, and many people along rural delivery routes in the country depended on their county weeklies and the agricultural and religious papers for news. The *Review*, therefore, reaches thousands of people who have not heretofore enjoyed a daily paper. It goes to press some hours after the last editions of the Chicago afternoon dailies, printing later news, and is mailed in time to reach subscribers as far away as Nebraska the next morning. While readers are found in every State, the bulk of the circulation is in the area around Chicago, comprising Illinois, Wisconsin, Michigan, Indiana, Iowa, Minnesota, the Dakotas, Nebraska, Missouri, Arkansas, Ohio, etc.

"A large proportion of our subscribers live along rural mail routes," said John J. Hamilton, the publisher, who was formerly owner of the Des Moines *Daily News*. "They are people who did not feel that they cared to pay \$5 or \$6 a year for a city daily of sixteen or twenty pages, containing a mass of matter that they have no time to read. The *Review*, with its four pages and large type, meets their needs. A large proportion of our subscribers are women, and we have wholly a home circulation. The paper is published at a profit on subscrip-

tions—I estimate that it will cost us eighty-eight cents a year per copy to publish and mail in large quantities. Just now subscriptions are coming in at the rate of 100 a day. We have secured them by large advertising in the *Saturday Evening Post* and in the agricultural press. As soon as a better foothold is obtained in each section of our territory we will appoint canvassers and agents. The idea of the *Review* is one that I have had for many years. An early announcement led to the belief that the *Review* was to be a woman's paper, but this is erroneous. Nor, while cleanliness is observed in our reading and advertising columns, are we in any way freakish. Crime is reported simply on its news merits, omitting sensational features. We have a good market report, and give a clean tabloid digest of the day's events from a national and international standpoint. The fact that it is published in Chicago gives the *Review* no local character. In general, our aim is to give a daily resumé on the lines of the *Literary Digest*, the *Outlook* and *Review of Reviews*. We are now making arrangements to add the Scripps-McRea news service. Advertising is beginning to come as we obtain circulation. With its growth the paper may be increased to eight pages—we will never print less than eighteen columns of reading matter in an issue of four pages."

A BOOKLET for distribution by retailers of the clothing made by the International Tailoring Co., New York City, Chicago and San Francisco, contains a little romance of the "he and she" school, with a clothes moral. The illustrations are excellent and the cover a fine piece of color work.

IN a neat folder the Grannis Press, New York, announces its removal to 110 West 32d street, where two large floors have been leased to house a printing plant that two and a half years ago comprised only five small job presses.

A CATALOGUE of reproductions of fine paintings, used as Sunday supplements to increase newspaper circulation, comes from the Buffalo Pictorial Co., Buffalo, N. Y.

A STREET CAR CAMPAIGN FOR A NEWSPAPER.

When A. A. McCormick took charge of the Chicago *Evening Post* some time ago, as editor and publisher, he did what was quite natural for a man with a new proposition—tried to build more

cars in that city, so a contract was made for three months' space on the elevated lines and the Illinois Central suburban service.

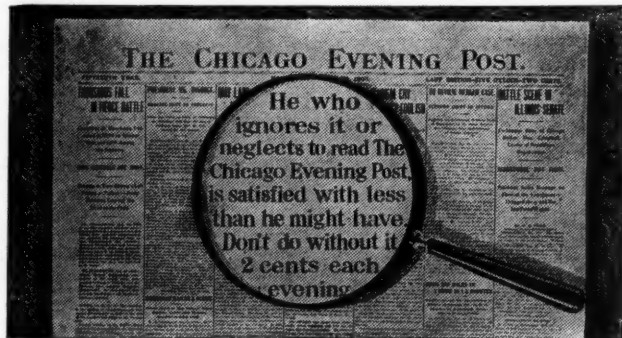
For copy Mr. McCormick went to H. A. Babb, of the Washington Shirt Company. As everybody in Chicago knows, Mr. Babb has a decided talent for car cards. His company uses the cars as its chief



circulation and get more advertising. Local merchants raised an interesting objection when he asked them to increase space.

"The *Evening Post* is all right," they said; "a good, clean

medium, and for years the Washington Shirt Company cards have been distinctive. A Washington Shirt card always makes a point of some sort, usually different from the last, and whether made



daily, valuable so far as it goes. But the paper hasn't done anything in a long while to attract attention to itself."

The longer Mr. McCormick thought about this the harder he thought, and finally, last spring he decided that the paper ought to advertise. For a long time no Chicago daily had used the street

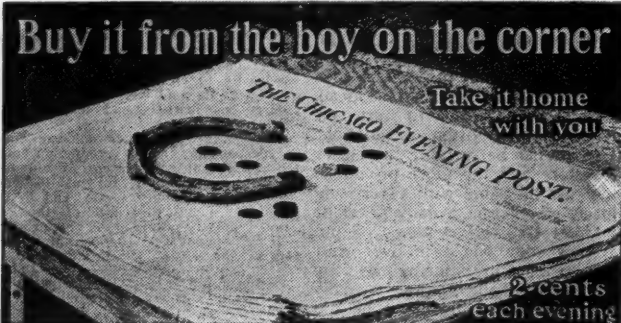
by text or picture it is always definite, attractive and directly connected with goods. A good many people regard them as clever, but they go farther than cleverness. About the most painful thing that can happen to anyone in Chicago is to be forced to sit in a car opposite one of the cards of the several advertisers in this same

line of trade who imagine they have caught the Washington Shirt style.

Mr. McCormick's idea was a new card every week. Mr. Babb, with his experience of street-car advertising, thought that a good many cards to use in three months, and spoke of the work of

erage gain in new advertising was fully a hundred columns a month. This was one of the most definite results of the campaign, for while the cards said nothing whatever about the value of paper as an advertising medium, Chicago advertisers generally admired them as effective advertising, and

Buy it from the boy on the corner



Take it home with you

2-cents each evening

changing them in above 2,000 cars. The publisher held to his belief in fresh copy, however, so a series of thirteen cards was prepared. Some of them emphasized features of the *Evening Post*, as its market reports, financial news, society intelligence and so forth, while others recommended the

either increased space or made new contracts, because the *Post* showed a disposition to be enterprising. Much of this increase in business is permanent. Or at least, contracts have been made for a year, so that results should really be estimated by taking the entire present year's patronage

**The news of the World
from far and near**



in The Chicago Evening Post

2 cents a day

paper for its cleanliness, newsy style and home character. Some were single and others double size.

During three months this advertising put on about ten per cent new circulation for the paper, or 2,500 regular purchasers, while in the same period the av-

into account. The cost of the campaign was in the neighborhood of \$2,000.

"We intend to go in again next fall," said Mr. McCormick. "Some space in the *Tribune* was used, but as we sought only Chicago circulation we didn't want to pay the price for a lot of coun-

try advertising. The cars were simply a starter, however, and next time we shall add the daily papers. No difficulty was found in changing cards once a week, and when we go in again I mean to change them twice a week. I don't believe in standing copy for any kind of advertising. If you change copy often, people get into the habit of looking for the new point, and the campaign looks alive. Most of the street-car advertising is changed at such long intervals that it seems dead. A merchant wants to turn his stock over as often as possible. The oftener he turns it, the busier the store and the more profitable. It's just the same with advertising space, whether in a daily paper or a street car. Every time you put in new copy you turn over your advertising investment, in my opinion. I believe that a daily street-car card would not be too swift for the public.

"We got good results from the cars because no other paper has used them for a long while, and because the Chicago *Evening Post* is a paper that has been overlooked by a great many people who liked it when it was brought to their attention. The *Post* is not a class paper, but simply one that is cleaner, more intelligent, better written and balanced. It is the only one-cent evening paper in Chicago, and treats the news from a two-cent standpoint instead of one. Its book and financial news make it very attractive to a certain clientele, and it is also a paper much liked by women.

"Advertising ought to show what goods look like. The make-up, white paper and general appearance of the *Post* is distinctive and different from that of other dailies in this city. Therefore, two-thirds of the cards actually showed the *Post* in enlarged form, and this gave them character. Next to that the price was featured. We found it difficult to trace increased circulation by districts, as so many readers buy the paper downtown in the business district and take it home."

THERE ARE TWO KINDS OF CATALOGUES.

Catalogues may be generally divided into two classes—reference and promotive. The reference catalogue I would define as a book intended for use by one who is already a buyer of the class of goods represented. I have in mind a large book issued by a corporation engaged in supplying a line of mechanical devices for the use of transportation companies. This book consists almost wholly of tabulated lists of machines and parts, with numerical references by which the purchasing agent may order. The promotive catalogue on the other hand, is designed essentially to create a demand for the product of its publisher in new fields or enlarge his markets and lengthen his list of customers.

The marked tendency of our time to cheapen the cost of production, and the consequent enlargement of volume, renders it necessary for us to find new markets for our goods, and to do this we invoke the skill of the engraver and the cunning of the printer.—E. A. Kendrick, before Manufacturers' Advertising Club, Cleveland.

"HELLO, old man. Getting ready to retire from business life, eh?"

"Why, no, I'm not. What makes you say that?"

"I see you've stopped advertising in the newspapers."

And, after thinking this reply over for an hour or two, the merchant went around and renewed his contracts.—*Philadelphia Bulletin*.

The Greatest Newspaper of a Great and Prosperous State, is

The Des Moines Capital

The CAPITAL's leadership and indispensability rest upon its complete domination of the city of Des Moines. In City circulation and local advertising, its competitors are distanced.

The CAPITAL guarantees over 12,000 subscribers in Des Moines. This is more than 3,000 greater than that of its nearest competitor and double that of its next nearest competitor. Any general advertiser, entering Des Moines, is wasting money if he does not use the CAPITAL.

Total Circulation over **39,000**

LAFAYETTE YOUNG, Publisher.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$30.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. *Actual aver. first 3 mos. 1905, 1,052.*

ARIZONA.

Phoenix, Republican. *Daily average for 1904, 6,559. Chas. T. Logan Special Agency, N. Y.*

ARKANSAS.

Fort Smith, Times, daily. In 1905 no issue less than 2,750. *Actual average for October, November and December, 1904, 8,646.*

CALIFORNIA.

Fresno, Evening Democrat. *Average, 1904, 4,070; April, 1905, 5,195. Williams & Lawrence N. Y. & Chicago.*

Mountain View, Signs of the Times. *Actual weekly average for 1904, 27,108.*

San Francisco, Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending Dec. 1904, 63,222; Sunday, 67,947.*

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. *Average 1904, 9,125. May, 1905, 20,000.*

COLORADO.

Denver, Clay's Review; weekly; Perry A. Clay. *Actual average for 1904, 10,926.*

Denver, Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,577. Average for April, 1905, 46,852. Gain, 2,275.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Meriden, Morning Record and Republican. *daily average for 1904, 7,555.*

New Haven, Evening Register, daily. *Actual av. for 1904, 18,618; Sunday, 11,107.*

New London, Day, ev'g. *Aver. 1904, 5,855. First 3 mos. 1905, 6,055. E. Katz, Spec. Ad. Agt., N. Y.*

Norwalk, Evening Hour. *Daily average year ending Dec. 1904, 8,217. April circ., as certified by Ass'n Am. Adv'rs, all returns deducted, 2,869.*

Norwich, Bulletin, morning. *Average for 1903, 4,988; for 1904, 5,250; now, 6,017.*

Waterbury, Republican, dy. *Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.*

"I have the _____ served at my place of business, but the CALL is the paper I subscribe for at my home."

That is an expression one may hear many times in San Francisco.

And it is a condition which creates a value beyond the mere figures of circulation, for it does not require much thought to determine the fact that the homes are the source of revenue to an advertiser.

That is where the bulk of the circulation of The San Francisco Call goes—in the homes.

And besides it is a big circulation:

62,000 Daily } guaranteed
88,000 Sunday }

reaching a vast purchasing element.

Can you afford to ignore it in your efforts to reach Pacific Coast patronage.

EASTERN OFFICES:

30 TRIBUNE BUILDING, NEW YORK.
MARQUETTE BUILDING, CHICAGO.

DELAWARE.

Wilmington, Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington, Morning News. *Only morning paper in State. Three mos. end. Dec. 1904, 10,074.*

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. *Daily average for 1904, 55,502 (©).*

GEORGIA.

Atlanta, Journal, dy. *Av. 1904, 48,622. April, 1905, 46,084. Sy. 46,674. Semi-weekly 55,928.*

Atlanta, News. Actual daily average 1904, 24,250. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

Nashville, Herald. Average for March, April and May, 1,375. Richest county in So. Georgia.

IDAHO.

Boise, Evening Capital News. Daily average 1904, 8,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.

ILLINOIS.

Bunker Hill, Gazette-News, weekly. Average first 3 mos. 1905, 1,651. All home print.

Calva, Bulletin. Daily and Sunday average 1904, 1,940, April, 1905, 2,220.

Calva, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First 3 mos. 1905, no issue of daily less than 3,800; weekly, 8,800.


Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago, Farmers' Voice and National Rural. Actual average, 1904, 25,052.

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 18,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago, Record-Herald. Average 1904, daily 145,761, Sunday 189,400. Average first four mos. 1905, daily 145,925, Sunday 208,591.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.

Kewanee, Star-Courier. Av. for 1904, daily 8,290, wly, 1,278. Daily, 1st 4 mos. '05, 8,802.

Pearla, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '05, 12,618 (24). Sworn av. '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Indianapolis, Star. Aver net sales 1904 (all returns and unsold copies deducted), 88,274.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,816

Richmond, Sun-Telegram. Sworn av. 1904, dy, 2,761.

South Bend, Tribune. Sworn daily average 1904, 6,589. Sworn aver. for April, '05, 7,094.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,288.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; wly., 2,291.

IOWA.

Davenport, Democrat and Leader. Largest gar. city circ'n. Sworn aver. May, 1905, 7,590.

Davenport, Times. Daily aver. 1904, 9,995. Daily aver. May, 1905, 10,444. Cir. guar. greater than all other Davenport dailies combined.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1904, 56,352. Present circulation over 59,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines, News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, wly. Est. 1879. Actual average for 1904, 26,811.

Marquette, Journal. Daily av. 1904, 5,240, tri-weekly 8,059, daily, March, 1905, 5,452.

Ottumwa, Courier. Daily average for first 4 mos. 1905, 5,454. Tri-weekly average for first 4 mos. 1905, 8,028.

Sioux City, Journal, daily. Average for 1904, sworn, 21,784. Av. for April, 1905, 24,092. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily, average 1904, 26,678; Mar., 1905, 22,702.

KANSAS.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,808.

KENTUCKY.

Harrodsburg, Democrat. Best wly.; best sec. Ky.; best results to adv. Proven av. cir. 5,582.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year ending Dec. 31, 1904, 8,003.

Paducah, The Sun. Average for April, 1905 2,626.

LOUISIANA.

New Orleans. The Southern Buck, official organ of Eklodm in La. and Miss. Av. '04, 4,815.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,887.


Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston, Evening Journal, daily. Aver. for 1904, 7,524 (©), weekly 17,450 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

 **Baltimore, News, daily.** Evening News Publishing Company. Average 1904, 58,784. For May, 1905, 62,716.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©)(412). Boston's tea table paper. Largest amount of week-day adv.

Boston, Post. Average for 1903, daily, 174,508; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 15 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1902, 78,552. In 1903, 76,666. For 1904, average daily circulation, 81,055 copies.

Reps.: Smith & Thompson, N. Y. and Chicago.

Boston Globe. Average for 1904, daily, 193,129. Sunday, 307,361. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

★ The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MAY, 1905.

	DAILY.	SUNDAY.
1	194,417	
2	193,637	
3	192,933	
4	192,382	
5	192,950	
6	190,549	
7		310,119
8	193,221	
9	192,125	
10	190,451	
11	190,674	
12	189,478	
13	192,538	
14		307,551
15	189,994	
16	190,580	
17	189,594	
18	189,770	
19	189,244	
20	190,938	
21		306,133
22	190,469	
23	188,801	
24	188,965	
25	195,764	
26	187,876	
27	190,386	
28		305,644
29	223,661	
30	Holiday.	
31	205,100	
Total	5,021,380	1,529,447

Daily Average, - 193,129
Sunday Average, 307,361

Perfect copies printed for sale.
CHAS. H. TAYLOR, JR., Business Manager.
June 1, 1905.

Springfield, Good Housekeeping, mo. Average first 3 mos. 1905, 208,426. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (©). Paid average for 1904, 4,782.

MICHIGAN.

Grand Rapids, Evening Press, dv. Average 1904, 44,807. Average 3 mos. 1905, 45,916.

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. May, 1905, 7,276.

Kalamazoo, Evening Telegraph. Last six mos. 1904, dy. 9,512. Dec. 10, 056. s. w. 9,511.

Kalamazoo, Gazette, d'y. Yr. end'y May, '05, 10,808; May, 11,087. Largest circ'n by 4,500.

Saginaw, Courier-Herald, daily, Sunday. Average 1904, 10,355; May, 1905, 11,609.

Saginaw, Evening News, daily. Average for 1904, 14,516. May, 1905, 16,019.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1904, 52,055.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,927; last quarter of 1904 was 92,223; Sunday 71,231. Daily average for April, 1905, was 92,525 net; Sunday, 75,822.

★ The **Evening Tribune** is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 10,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1904, 56,614.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 73,854. Actual average 1904, 79,250.

★ The absolute accuracy of **Farm, Stock & Home's** circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, daily. Journal Printing Co. Aver. for 1905, 57,089; 1904, 64,232; first 3 mos. 1905, 67,448; May, 1905, 67,220.

★ The absolute accuracy of the **Journal's** circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

St. Paul, Dispatch, dv. Aver. 1904, 58,086. January, 1905, 59,501. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1904, 75,951.

St. Paul, News, daily. Actual average for 1904, 56,864. B. D. Butler, N. Y. & Chicago.

St. Paul, The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for year ending Dec., 1904, 52,457.

St. Paul, Volkszeitung. Actual average 1904, dy. 12,625, w'y. 28,637. Sonntagsblatt 28,640.

MISSISSIPPI.

Hattiesburg, Progress, ev'g. Av. d'y circ., y'r end'y Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton, Republican. W'y ar. last 6 mos. 1904, 5,340. D'y. est. Apr., '04; ar. last 6 mos. '04, 800.

Kansas City, Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,596.

Kansas City, World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

St. Joseph, News and Press. Circ. (st. 3 mos. 1905, 25,469. Smith & Thompson, East. Rep.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,050 (©). Eastern office, 29 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1905, 68,588; average for 1904, 106,625; average for 1904, 104,750.

The Des Moines Capital

The CAPITAL in May. Again, Published More Local and Foreign Advertising in 27 Issues Than Any Competitor in 31 Issues.


The CAPITAL never fails, month in and month out, to lead all Iowa newspapers in the amount of advertising published. This is the more remarkable when you remember that the CAPITAL publishes no Sunday paper and yet giving this advantage to its competitors, still publishes the most advertising. During May the CAPITAL published 17,556 inches of local and foreign advertising. The other two papers, in seven issues a week published but 16,827 inches and 14,358 inches respectively. These figures portray both the prosperity of Des Moines and the prosperity of the CAPITAL. It is the necessary advertising medium, a fact due to its enormous circulation and its particularly strong local circulation—the city circulation being at least 3,000 greater than that of any competitor. Look over, if interested, the figures below.

ADVERTISING FOR MONTH OF MAY, 1905.

	LOCAL ADVERTISING.			FOREIGN ADVERTISING.		
	Capital.	Next Competitor.	Next Nearest Competitor.	Capital.	Next Competitor.	Next Nearest Competitor.
Monday, 1.....	168½	145	63	242½	123	80½
Tuesday, 2.....	321	196	128	281	213	172½
Wednesday, 3.....	448	251½	244	189½	543	147
Thursday, 4.....	392	229	127	285	213	212½
Friday, 5.....	1,100½	912	176	81½	137	180
Saturday, 6.....	158	35½	136	256	231½	148½
Sunday, 7.....		731	1,267		239	341
Monday, 8.....	122	164	54	344½	105	119
Tuesday, 9.....	235	113½	150	388½	218	183½
Wednesday, 10.....	322	204	176½	148	174	134
Thursday, 11.....	715½	271	155	238½	180	191½
Friday, 12.....	909	879	126½	67	82	111
Saturday, 13.....	132	18½	119½	455	375	115½
Sunday, 14.....		509½	1,183½		236	458
Monday, 15.....	97	115½	22½	375½	113	131
Tuesday, 16.....	248	188½	131	233	228½	262½
Wednesday, 17.....	420	167½	195	123½	187	209½
Thursday, 18.....	480	290	130½	361½	444	250
Friday, 19.....	1,039	793	153	264	196	234
Saturday, 20.....	70½	16½	118½	361	191½	242
Sunday, 21.....		2,019½	1,137½		168½	282
Monday, 22.....	113½	181½	39	321	133	96½
Tuesday, 23.....	249	176½	97½	163	255	192½
Wednesday, 24.....	332½	171	189	156	207	191½
Thursday, 25.....	325	181½	179½	291	172	175
Friday, 26.....	1,186	848	133	117	166	99½
Saturday, 27.....	81	41	184½	367	226	178
Sunday, 28.....			1,189½		161	375
Monday, 29.....	180½	77½	49	354½	112½	90
Tuesday, 30.....	206½	159½	119	329½	168½	163
Wednesday, 31.....	483	106	154½	197	242½	202½
Total inches.	10,534	10,667	8,329	7,022	6,160	6,029

Total Local and Foreign Advertising—CAPITAL, 17,556 inches; next competitor, 16,827; next competitor, 14,358.

NEBRASKA.

 Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,362. Only Nebraska paper that has the Guarantee Star.

Lincoln, Deutsch Amerikan Farmer, weekly. Average year ending January, 1905, 146,367.

Lincoln, Freie Press, weekly. Actual average for year ending January, 1905, 149,251.

Lincoln, Journal and News, Daily average 1904, 26,888; February, 1905, average, 28,655.

Omaha, Den Danske Pioneer, w. y. Sophus F. Noble Pub. Co. Average for 1904, 21,628.

Omaha, News, daily. Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua, Telegraph, d. y. and w. y. Daily average for 6 mos. ending April 30th, '05, 6,286.

NEW JERSEY.

Camden, Daily Courier. Est. 1876. Net average circulation for 4 mos. end. Dec. 31, 1904, 8,687.

Jersey City, Evening Journal. Average for 1904, 21,196. First 3 mos. 1905, 22,629.

Newark, Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.

NEW YORK.

Albany, Times Union, every evening. Est. 1856. Av. for '04, \$0.487, Jan., Feb. & Mar. '05, \$5.594.

Batavia, News, evening. Average 1905, 6,487. Average 1904, 6,757.

Buffalo, Courier, morn. Av. 1904, Sunday 79,882; daily 50,940. Enquirer, even., 22,702.

Buffalo, Evening News, Daily average 1904, 28,457; March, 1905, 26,794.

Catskill, Recorder, weekly. Harry Hall, editor. Av. yr. endg. May, '05, 5,718. May 3, 782.

Cortland, Democrat, Fridays. Est. 1840. Av. 1904, 2,296. Only Dem. paper in county.

Corning, Leader, evening. Average 1904, 6,258. First quarter 1905, 6,422.

Glens Falls, Morning Star. Average circulation, 1904, daily 2,292.

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1905, 2,221.

Mount Vernon, Daily Argus. Average 1904, 2,912. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1904, 4,722. 2,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for 52 issues, 1904, 9,371 (©). Only Military paper awarded "Gold Marks."

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Benziger's Magazine, family monthly. Benziger Brothers, Average for 1904, 27,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1904, 25,662 (©).

El Comercio, mo. Spanish export. J. Shep and Clark Co. Average for 1904, 7,293.

Gaelic American, weekly. Actual average for 1904, 8,179; 52 weeks in 1905, 25,150.

Haberdasher, mo., est. 1821. Actual average for 1904, 7,000. Binders affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (©). D. T. MALLETT, Pub. 253 Broadway.

Leslie's Weekly. Actual av. year end. Aug., 1904, 49,077. Pres. av. over 55,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for 1904, 245,946. Present average circulation 200,169.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1904 av. circ. 6,201.

The People's Home Journal, 525,166 monthly. Good Literature, 452,822 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Pocket List of Railroad Officials, qly. Rail'rd & Transp. Av. 1903, 17,992; 1904, 19,547.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for nine months ending April 30, **16,262** copies.

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1904, 11,086.

The World, Actual av. for 1904, Morn. 202,885, Evening, 279,755. Sunday, 432,484.

Rochester, Case and Comment, mo. Law. Av. for 1904, \$0.000; 6 years' average, 20,108.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1903, 11,625; 1904, 12,574.

Syracuse, Evening Herald daily. Herald Co., pub. Av. 1904, daily 25,648, Sunday 29,161.

Tifton, National Electrical Contractor, mo. Average for 1904, 2,625.

Tifton, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily average 1904, 6,142; Sunday, 8,408. sent-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1902, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks, Herald, d. y. av. for yr. end. Feb., '05, 6,096. Will grant 6,000 for yr. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

OHIO.

Akron, Beacon Journal. Average year ending April, 1905, 10,215. N. Y., 523 Temple Court.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. May, 1905, 84,262 daily; Sunday, 72,705.

Dayton, Herald, evening. Circ., 1904, 18,280. Largest in Dayton, paid at full rates.

Youngstown, Vindicator. D. y. av. '04, 12,020. LaCote & Maxwell, N.Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, 5,170.

Zanesville, Times-Recorder. Sworn av. 1st 2 mos. 1905, 10,555. Guard'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1904, 58,898.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 31,371.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Harrisburg, Telegraph, Dy. Sworn av., year end'g Apr., 11,434; Apr., 11,867. Best in H'b'g.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of May, 1905:

1	222,351	17	216,669
2	220,565	18	218,686
3	222,593	19	219,415
4	225,548	20	221,548
5	226,712	21	Sunday
6	226,705	22	219,333
7	Sunday	23	231,445
8	223,306	24	233,135
9	219,545	25	230,476
10	219,553	26	229,732
11	223,824	27	230,780
12	224,263	28	Sunday
13	227,036	29	231,216
14	Sunday	30	167,068
15	221,538	31	231,783
16	216,306		

Total for 27 days, 6,009,940 copies.
NET AVERAGE FOR MAY.

222,579 copies per day

The BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

PHILADELPHIA, June 30, 1905.

In Philadelphia nearly everybody reads the BULLETIN.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

MAY CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of May, 1905:

1	165,858	17	162,131
2	164,435	18	162,290
3	163,348	19	160,445
4	166,810	20	166,529
5	163,602	21	Sunday
6	173,003	22	160,294
7	Sunday	23	170,862
8	167,094	24	168,193
9	164,087	25	171,107
10	169,453	26	167,675
11	192,808	27	186,505
12	170,150	28	Sunday
13	167,678	29	174,598
14	Sunday	30	150,443
15	162,737	31	167,390
16	160,635		

Total for 27 days 4,492,999 copies.
NET AVERAGE FOR MAY.

166,407 copies per day

BARCLAY H. WARBURTON, President
PHILADELPHIA, June 3, 1905.

Philadelphia, Confectioners' Journal, m'y. Av. 1904, 5,004; av. 1st 3 mos. 1905, 5,420 (©).

Philadelphia, German Daily Gazette. Average circulation 1904, daily 49,088, Sunday 27,335. Sworn statement. Cir. books open.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, 118,242 net copies sold.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 698,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"awarded June 25th, 1905, by 'Printers' Ink, 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After canvassing of merits extending over a

"period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Philadelphia, Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia, The Grocery World. Actual average for 1904, 11,784.

Pittsburg, Labor World, w'y. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle, Official county organ. Daily average 1904, 6,757.

West Chester, Local News, daily. W. H. Hodgson. Average for 1904, 15,180.

Williamport, Grit, America's Greatest Weekly. Av. first 3 mos. 1905 258,756. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of Y rk homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average for four months ending April 24th, 1905, 16,804.

Providence, Daily Journal, 17,299 (©). Sunday, 20,486 (©). Evening Bulletin 27,556 average 1904. Providence Journal Co. pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,489. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,455.

Columbia, State. Actual average for 1904, daily 8,164 copies. (©) per issue; semi-weekly 2,251, Sunday 9,417 (©). Act. aver. for first 4 months of 1905, daily 8,889; Sunday 10,428.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**TENNESSEE.**

Chattanooga, Crabtree's Weekly Press. Average November and December, 47,044.

Knoxville, Sentinel. Average, 1904, 11,489. Has the confidence of the local merchants, and each year carries several thousand inches more advertising than its nearest competitor.

Knoxville, Journal and Tribune. Actual daily average for year ending January 31, 1905, 15,660 (x); weekly average for 1904, 14,616.

The absolute correctness of the latest circulation statement issued by the Daily Journal and Tribune is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Knoxville, Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising, '04, 6 days vs. 7.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1904, daily 55,965, Sunday 47,092; weekly 86,240, 1904. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1903 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton, Record and Chronicle, Daily av. 1904, 516. Weekly av., 2,775. The daily and weekly reach nearly 50 per cent of the tax paying families of Denton county.

El Paso, Herald. Dy. av. 1904, 4,911; Dec. 1904, 4,455. Merchants' canvass showed Herald to be 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

San Angelo, Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904, 8,161.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,547.

Burlington, Free Press. Daily av. '03, 5,566, '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

VIRGINIA.

Norfolk, Dispatch, daily. Circulation, 1904, 9,400; Jan., 1905, 9,558; Feb., 10,646; March, 10,803.

Richmond, News Leader, afternoons. Actual daily average 1904, 9,675 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond, Times-Dispatch, morning.

Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation Oct., Nov. and Dec., 1904, 37,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1904, 14,564; Sv., 18,475; w., 9,524. Aver. 4 mos., ending Jan. 31, 1905, Daily, 14,696, Sunday, 19,518.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,320 (1904).

Wheeling, News. Daily paid circ., 11,517 (*). Sunday paid circ., 11,988 (*). For 13 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee, Evening Wisconsin, d'y. Av. 1904, 26,301; April, 1905, 27,175 (©).

Milwaukee, Journal, daily. Journal Co., pub. Fr. end. Apr., 1905, 87,096. Apr., 1905, 40,663.

Oshkosh, Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

Wisconsin Agriculturist, Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, \$5,181; for 1904, \$7,254; for year ended March 30, 1905, \$8,960. N. Y. Office, Temple Court. W. C. Richardson, Mgr.



WYOMING.

Cheyenne, Tribune. Actual daily average for 1904, 8,986.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for May, 1905, 8,942.

Victoria, Colonist, daily. Colonist P. & F. Co. Aver. for 1903, 8,695; for 1904, 4,856 (*).

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1904, daily, 25,695; weekly, 15,801. Daily, April, 1905, 29,116.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. Average for 1904, 11,892; average for 13 months ending April 30, 1905, 12,224.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax, Herald (©) and Evening Mail. Circulation, 1904, 15,685. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto, Evening Telegram. Daily, aver. 1904, 51,834. Perry Lukens, Jr., N. Y. Repr.

Toronto, Star, daily. Sworn average circulation for March 1905, 59,021. Largest circulation of any evening paper published in Ontario.

Toronto, The News. Sworn average daily circulation for April, 1905, 38,957. Advertising rate 35c. flat, run of paper. The largest circulation of any evening paper published in Ontario.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1908. Actual aver. daily 1904, 23,850; weekly, 18,586.

Montreal, Journal of Agriculture and Horticulture, Semi-monthly. Average 1904, 61,427.

Montreal, La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 115,592.

Montreal, Le Canada. Actual average 1904—daily, 19,387; weekly, 18,757.

Montreal, Star, d'y & w'y. Graham & Co. Av. for '03, d'y. 55,127, w'y. 122,269. Av. for 1904 d'y. 56,795, w'y. 125,240.

Sherbrooke, Daily Record. Guaranteed av., 1904, 4,917; May, 1905, 5,810.

Any publication to which Rowell's American Newspaper Directory for 1905 accords the Gold-Marks may use display space under the heading, "GOLD-MARK PAPERS." It may use an inch, a quarter page, a half page or a whole page. It will be observed that by doing so a publisher may secure a special position at the ordinary price: \$40 a page, \$20 a half page, \$10 a quarter page, \$3 an inch, twenty cents a line. The special position is created from the fact that no paper will be given space under the Gold-Mark heading unless it is accorded the Gold-Marks in the 1905 Directory.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎. — Webster's Dictionary.

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.50 for a full year, 10 per cent discount, or \$18.72 per year *sp* it cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. *Act. av. for 1904: Daily 88,888* (◎◎). *Sty 42,819, W'y 107,925.*

ILLINOIS.

CHICAGO GRAIN DEALERS' JOURNAL (◎◎). Largest circulation; best in point of quality.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking Journal Oldest, largest, best known. Subscribers in every State and Territory.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

WORCESTER L'OPINION/PUBLIQUE (◎◎) is the leading French daily of New England.

TEXTILE WORLD RECORD (◎◎). Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

MICHIGAN.

GRAND RAPIDS FURNITURE RECORD (◎◎). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling Journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎). —An authority of the first order. —*Tribune, Charleston, W. Va.* *E. News* prints more transient ads than all other technical papers; 1¼ & 3c. a word. *Try it.*

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎).

D. T. MALLETT, Pub., 263 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York **HERALD** first.

ELECTRICAL WORLD AND ENGINEER (◎◎). established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (◎◎). Times Square, "All the news that's fit to print," has greatly increased in advertising and circulation since entering new home. More than 100,000 copies daily in Metropolitan District; a quantity of quality.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—Influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.—Chicago.

PENNSYLVANIA.

THE PITTSBURG DISPATCH (◎◎), a home delivered circulation among those of all classes with money to buy.

THE PUBLIC LEDGER (◎◎)—Independence Hall and **PUBLIC LEDGER** are Philadelphia's landmarks; the only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. Advertisements April and May, 1905, GAINED 25,000 over same months 1904.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from **LANDMARK**.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL**. Circulation exceeds 18,000, flat rate.

THE TORONTO GLOBE (◎◎)

25% larger circulation than any other morning paper in Canada. U. S. representatives, **BRIGHT & VEREE**, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

A NOVEL booklet from the *Standard*, Anaconda, Montana, shows views of that treeless town's chief attractions, the copper smelters, the center pages being given up to the Washoe plant with its 320-foot stack, the largest in the world.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

COLORADO.

THE Denver Post, Sunday edition, June 4, 1906, contained 5,038 different classified ads, a total of 107 5-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 1c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and **SUNDAY STAR**, Washington, D. C. (20), carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word

ILLINOIS.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE CHICAGO DAILY NEWS is the city's "want-ad" directory and one of the greatest "want-ad" mediums of the country. It has no Sunday issue, but is published every evening except Sundays and holidays. During the year 1904 the paper was issued 310 days; during that time it published 11,006 columns of classified advertising, consisting of 628,538 individual advertisements; of this number, 391,866 were transmitted to the DAILY NEWS office by telephone. Eleven telephones are used exclusively for the reception of such ads from nearly 600 drug store agencies and from thousands of individual customers throughout Chicago and its adjoining territory. These advertisements are, for the convenience of the readers, carefully classified under 190 different classification headings. No free "want-ads" are published. The DAILY NEWS rigidly excludes all objectionable advertising. The value of the classified columns of the DAILY NEWS to the advertisers is shown by the very rapid growth of this kind of advertising in the paper. During the year 1903 it increased 133 columns over 1902, notwithstanding an increase in advertising rate; in 1904 it increases 314 columns over 1903, or an average of a column a day.

"Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post-office Review.

INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis NEWS during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of \$73,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,639 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,353 more "Wants" ads than any other Boston paper. It printed a total of 417,258 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 51 per cent more Want ads during May, 1906, than any other Minneapolis daily. No free Wants and no objectionable Want Circulation, 1903, 57,639; 1904, 64,335, first 4 months 1905, 67,448; May, 1906, 67,230.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,600 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertise, ments every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1904—56,656; now 59,501.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 51 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i.e. a word. Average circulation (1904), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 10,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE Post EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the LEADER carries largest patronage; hence pays best. BECK WITH, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK published weekly. Recognized and leading Want ad medium for want ad mediums. mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the TIMES-RECORDER prints twice as many Want Ads as all the other papers.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; ½c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,029. Publishes more Want ads than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA:

THE EVENING BULLETIN.

Net paid daily average circulation for May:

222,579 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"

(See Roll of Honor.)

DON'T BE BIGOTED

USE GERMAN COPY.

The Philadelphia German Daily Gazette

is a known puller.

Circulation sworn and guaranteed.

49,083 COPIES PER DAY

(See Roll of Honor.)

SOUTH CAROLINA.

THE Columbia STATE (☉) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the EVENING TELEGRAM, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 5,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax HERALD (☉) and the MAIL—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825; Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, March, 1905, 39,021.

A PARTICULAR feature of the Toronto EVENING TELEGRAM's classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

THE STAR

THE publisher who peruses the ROLL OF HONOR will notice a number of advertisements therein to which the so-called Guarantee Star is attached. This signifies that the publisher of a paper so marked has sought and obtained a guarantee certificate from the publishers of Rowell's American Newspaper Directory for the absolute guarantee of the correctness of his circulation rating in the Directory. The 1905 issue of that book contains twenty-six guarantee Stars in all, eighteen of them having been added during the 1905 revision.



In this connection it may be, perhaps, of interest to state that, although the 1905 edition of the Directory is now off the press, guarantee certificates will be issued at any time between now and the time of going to press with the 1906 Directory to publications deemed eligible to the Star Galaxy.

It may be truly said that the Guarantee Star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper. The Star constitutes for a publication possessing it a perpetual advertisement of the highest character—costing nothing after the initial payment. Year after year the Star will appear in each issue of the book, imbedded in the catalogue part of the Directory, guaranteeing the accuracy of the latest circulation rating given in Arabic figures—always free after the initial payment. It stands out bold and bright as the symbol of the highest guarantee for a publisher's honesty and square dealing with an advertiser.


Rowell's American Newspaper Directory Guarantee Star is of vastly higher quality and value to the intelligent advertiser than all the certificates of associations and accountants that charge good fees for a one-time sporadic investigation, which is as ephemeral as it is misleading. Rowell's Guarantee Star is perpetual—it guarantees the publisher's honesty and good faith, it guarantees his own statement, and the Directory merely acts as custodian and attorney for publisher and advertiser.

An exact fac-simile of the catalogue description in Rowell's American Newspaper Directory of a Chicago publication possessing the Guarantee Star is here shown:

RECORD-HERALD; every morning; independent; daily twelve to twenty, Sunday forty-eight to sixty-four pages 18x24; subscription—daily \$4, Sunday \$2.50; established—Record 1881, Herald 1881, consolidated 1901; Frank B. Noyes, editor and publisher, Office, 154 Washington street (12—4).

A GALAXY.

Circulation-Daily: Actual average
for a year ending with Sept.,
1901, (Record-Herald), 154,-
120; for 1902, 158,424; for
1903, 154,218; for 1904, 145,-
761.
Sunday: Actual average for
1902, 171,816; for 1903, 191,-
317; for 1904, 199,400.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Below follows a recapitulation of all the members which at present constitute the Star Galaxy.

Between 1899 and 1904 eight publications only had secured the Guarantee Star distinction, while during the 1905 revision eighteen new names were added, showing a total of twenty-six in the 1905 issue of Rowell's American Newspaper Directory, namely:

ILLINOIS.
Chicago..... Daily News.
Chicago..... Record-Herald.
Decatur..... Daily Review.
Peoria..... Star.

MINNESOTA.
Minneapolis..... Tribune.
Minneapolis..... Journal.
Minneapolis..... Farm, Stock and Home.

PENNSYLVANIA.
Philadelphia..... Bulletin.
Pittsburg..... Post.

CALIFORNIA.
Oakland..... Herald.

NEW YORK.
Buffalo..... Evening News.
Troy..... Record.

COLORADO.
Denver..... Post.

DISTRICT OF COLUMBIA.
Washington..... Evening Star.

IOWA.
Sioux City..... Tribune.

MARYLAND.
Baltimore..... News.

MASSACHUSETTS.
Boston..... Globe.

MISSOURI.
Kansas City..... Star.

NEBRASKA.
Lincoln..... Daily Star.

NEW JERSEY.
Red Bank..... Register.

OHIO.
Akron..... Beacon Journal.

SOUTH CAROLINA.
Columbia..... State.

VIRGINIA.
Richmond..... Times-Dispatch.

WISCONSIN.
Racine..... Wisconsin Agriculturist.

CANADA.
Toronto..... Mail and Empire.
Montreal..... Star.

As already stated, Guarantee Certificates are issued at any time between now and the going to press of the 1906 edition of the Directory. So far two publications have availed themselves of the opportunity. They are:

Minneapolis Svenska Amerikanska Posten,

Knoxville, Tenn., Journal and Tribune.

If interested write for terms and conditions of admission to

CHAS. J. ZINGG, Manager,
Rowell's American Newspaper Directory,
10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$60). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 14, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

THE wise advertiser disregards the axiom that "the time to advertise is all the time," and is satisfied with an adequate representation in the "off" seasons, saving his appropriation for the periods when heavy expenditure can be made to some effect.

"MODERN Advertising Methods," an address on general and trade journal advertising from the shoe manufacturer's standpoint, delivered before the Boston Boot and Shoe Club by Franklin P. Shumway, has been published in a fine large-paper brochure by the Franklin P. Shumway agency, Boston.

THERE is nothing that so inspires confidence in, and enthusiasm for, one's goods as a thorough knowledge of them, and confidence is contagious.

SMALL folders showing the cost of life insurance in all the leading companies, large and small, together with each company's cost of operation and other figures bearing on the policy holder's side of the matter, have been prepared in diagram form by Edwin S. Jewell, First National Bank, Chicago. They would make excellent advertising matter for use locally by life insurance agents.

A HANDSOME piece of literature for Antiphlogistine, the preparation advertised to physicians by the Denver Chemical Mfg. Co., New York, is a booklet in Spanish for distribution in South America and the West Indies. The merits of this company's home literature have been preserved, and the only suggestion that one unacquainted with its particular proposition would make is the quotation of more opinions from French and Spanish medical papers in place of those given from American and British journals.

CINCINNATI has the only advertisers' club west of New York and south of Chicago which sends out a monthly journal called the *Advertisers' Club*, in which are reported proceedings of its meetings and papers of those who address the organization. The officers of the Cincinnati Advertisers' Club are as follows: President, Clarence E. Runey, Advertising Agency. First vice-president, Wm. B. Johnston, Adv. Mgr. Q. & C. Route. Second vice-president, Fred L. Smith, Cincinnati Post. Corresponding secretary, Wm. E. Beall, the Republican. Financial secretary, Ray Cunningham, Cincinnati Post. Treasurer, Amos Guthrie, Times-Star. Board of Governors: Smith B. Queal, Freie Press. H. J. Haarmeyer, Indianapolis Sentinel. Will L. Finch, Industrial Bureau. Jas. Bottenus, Cincinnati Post. Ed. Flicker, Cincinnati Enquirer.

ONCE establish a reputation, by advertising and fair dealing, and you are assured of a very large audience that is always ready to listen to what you have to offer.

THE Utica, N. Y., *Press* has moved into its new building, almost directly across the street from the old one. The building is four stories in height, of brick, with stone trimmings. In appearance, it is creditable, in arrangements convenient, and in equipment complete.

IN advertising machinery, it is advisable to depend upon photographs for illustrations. When an artist draws a picture of a rock drill there are a hundred places in which slips can be made, and when he undertakes a picture of a coal miner, drawing from imagination, the result is not happy from the real coal miner's viewpoint. The hand-made product often looks more like a floor-walker than a miner. Photographs get all the little details right, and at very slight expense. The camera alone can be trusted with technical illustrative work.

FOR over ten years the writer has derived great benefit from the perusal of a weekly paper called PRINTERS' INK, published at 10 Spruce street, New York City. Some of the brightest adwriters in the world are frequent contributors to this paper and every progressive business man should read it. In addition to this paper, one should take a Chicago, Philadelphia and New York daily. In these three cities the best retail advertising is done. You say: "That would cost money." Well, it nearly always costs money and effort to make money. The question is: are you really serious in your desire to increase your business. If you are, you will consider anything that promises a fair return, a legitimate expense. I would suggest the Chicago *Record-Herald*, the Philadelphia *Bulletin* and your favorite New York paper.—F. T. Parsons, Manager Rutland, Ver., *Herald*, June 5, 1905.

HISTORY OF PRINTING AND WRITING MATERIALS.

"Printing and Writing Materials: Their Evolution" is an interesting work tracing the progress in these products from the earliest Babylonian reliefs to the latest forms of paper and the fountain pen. The author, Adele M. Smith, has treated her subject chiefly from the historical standpoint, but the book is complete and not without practical value. Intended primarily as a text-book, it is published by the author, 111 West 76th street, New York City.

EDUCATING READERS.

It is within the province of publications to extend effectual help in calling their readers' attention to problems closely associated with the welfare of advertisers, upon whom they depend for considerable of their revenues.

As for instance, imbuing them with confidence in the honesty of every business offer made through their columns. Most of the influence attained by such good advertising mediums as the *Ladies' Home Journal*, *Saturday Evening Post*, *Woman's Magazine*, *Collier's* and others, has been acquired by the confidence that their readers have in these publications, not permitting their space to be used for other than legitimate purposes.

It would pay also, occasionally, to have editorials on the value to readers in studying the offers made by advertisers.

If it only gets a few readers to consult the advertisements who are not in a habit of doing so, it will be well worth the effort.

A publisher's duty to advertisers is not restricted to efforts in making his space pay; to merely selling the space. On the contrary he must help all he can, commensurate with legitimate business methods, to build up a friendly spirit of communism. This is in his power, for readers if they think well enough of a paper to subscribe to it will have faith in what the editor of a paper has to say to them.—*Mail-Order Journal for June, 1905.*

A LIMITED amount of advertising for the Codman & Hall Company, Dewey sq., Boston, is being placed in daily and weekly papers near Boston, by the H. B. Humphrey Company, 227 Washington st., Boston.

THE paragraph which recently appeared in PRINTERS' INK as to the Wanamaker advertising in the New York Times needs this explanation: When the full page advertisement of Wanamaker appeared daily in the New York Times, it represented the largest sum expended by any New York advertiser in any single newspaper. It was a very desirable and profitable contract. The New York Times, however, advanced its general advertising rate on April 1st, and because of it the Wanamaker store reduced its space in the Times. Notwithstanding the reduction of the Wanamaker space, the New York Times in the month of May gained 253 columns of advertising over the same month last year.

BERIAH WILKINS DEAD.

Beriah Wilkins, editor and proprietor of the Washington Post, died suddenly at his home in that city June 7, of heart disease. Mr. Wilkins was fifty-nine years old, and leaves a widow and two sons. He was born in Union County, Ohio, received a common school education and engaged in banking, after serving for a time in the army, just before the close of the civil war. In 1879 he was elected to the Ohio Senate and afterward became a member of the Democratic State Committee of Ohio. He was elected to the Forty-eighth, Forty-ninth and Fiftieth Congresses, and was known as a "Randall" or Protection Democrat. As chairman of the House Committee on Banking and Currency, he took a prominent part in the discussions of the financial questions then under consideration. Mr. Wilkins, with the late Postmaster-General Frank Hatton, acquired the Washington Post in 1889, and after the death of Gen. Hatton Mr. Wilkins became both editor and proprietor. He also had large corporate and financial interests in Washington, and was a member of the Gridiron Club.

"ADVERTISING for Profit" is a booklet from the Manufacturers' Advertising Bureau, 126 Liberty street, New York, describing the service of that agency for advertisers in the machinery and tool trade. Established in 1879, this agency is said to be the largest user of space in trade journals in the country. The proprietor, Benj. R. Western, was the founder of the *Engineering and Mining Journal* in 1866, and, later proprietor of the *Manufacturer and Builder* and *Coal and Iron Record*. In the past twenty years he has been a specialist in machinery advertising.

IN OKLAHOMA.

In PRINTERS' INK for May 31 there was printed an exchange of courtesies in the form of lengthy letters from Mr. E. K. Gaylord, business manager of the *Oklahoman*, and Mr. F. H. Greer, president of the State Capital Company. The points at issue are the circulation claims of the *Oklahoman* on the one side and the *State Capital* on the other. After consideration of the facts asserted PRINTERS' INK, in the above issue, made this offer:

Oklahoma is not so near at hand as Brooklyn, but the matter seems of importance to two conspicuous newspapers, and doubtless is so to many advertisers who are readers of PRINTERS' INK. On this account the editor of Rowell's American Newspaper Directory will send a competent circulation expert to examine into the comparative issues of the two papers and report the result, provided the two editors will agree to welcome the investigation and give the investigator the facilities he needs to enable him to ascertain the facts. He will go first to the office that is first to invite his presence.

On June 2d the following telegram was received from Mr. E. K. Gaylord, business manager of the *Daily Oklahoman*:

We gladly accept your offer in PRINTERS' INK of May 31, to examine our circulation and that of the *State Capital*.

The office of the *Daily Oklahoman* will be therefore the first place to which Rowell's American Newspaper Directory's ambassador will proceed, provided Mr. Greer of the *State Capital* also responds in a similar tone. So far no message has been received from him.

THE Paul E. Derrick Advertising Agency, which for thirteen years has occupied offices in the New York Tribune Building, has moved to the Temple Court Building.

THE H. B. Humphrey Co., 227 Washington st., Boston, is placing considerable summer resort advertising this season. Among the hotels, the advertising for which is placed by this well known agency, are the Colonial Arms at Eastern Point, Gloucester, Mass., the Hotel Preston at Beach Bluff, Mass., the Hotel Hesperus at Magnolia, Mass., the Chequesset Inn at Cape Cod, and the leading White Mountain hotels; the Mount Washington and the Mount Pleasant at Bretton Woods, New Hampshire; the Crawford House, Fabyan House, Twin Mt. House and Summit House, Mt. Washington, and the Lake Auburn Hotel, Auburn, Me.

TORONTO IS ALL RIGHT.

Mr. M. Lee Starke delivered an address on the subject "Circulation in its Relation to Advertising," on June 7, before the National Convention of Newspaper Circulation Managers, assembled at the King Edward Hotel in Toronto.

The Little Schoolmaster was provided with an advance carbon copy of the speech containing several thousand words. The essay was full of eloquence, pathos, and words, words, words. Not one tangible thought or a definition of what constitutes circulation.

Toronto circulation managers are perhaps less in need of advice than their brethren elsewhere.

The Toronto dailies furnish a commendable example to the publishers of the United States. Each of the six daily papers of that city has submitted a satisfactory circulation statement to Rowell's American Newspaper Directory and each has a rating in Arabic figures in the 1905 Directory. It would be hard to find a city in the whole country which equals Toronto in this respect.

ON one of New York's up-and-down avenues is a haberdashery shop that wasn't there last month, and it has hung out a 'nuff said sign of four words, "New store—get acquainted."

THE Memphis, Tenn., *Times* issued a special "Texas-California" number recently. It contained a detailed account of a trip into the western country by the editor, H. J. Boswell, and was fully illustrated with half-tones.

SUBWAY SIGN LANGUAGE.

Discussion about the signs in the New York Subway has steadily declined since the road was opened last fall, though legally the question has not been settled

Everything Men wear?
SURE
Everything Boys wear?
SURE
Rogers Peet & Co
13th Street
Broadway & Avenue

yet. In some new signs for Rogers, Peet & Co., at stations near their three stores a new idea, "Subway sign language," has been adopted. Deaf and dumb symbols spell out advertising phrases, and for those too dumb to read these symbols plainer characters have been added.

GO UP ST
GIVEN IN STATION
Rogers Peet & Co.

Like the first series of Subway signs erected by this firm, the boards are worked out in color schemes that match the respective stations. They were designed at the Cheltenham Press, New York,

THERE is one valuable phase of advertising that, with but few exceptions, has been employed very little or only superficially by manufacturers and dealers. It is the detailed description (words and pictures) of the manufacturer of an article, from the raw material in the mine or forest, step by step, until it becomes the finished product, ready for the consumer.

IN the manufacture of any article there is some one quality that the public demands and that the manufacturer and the dealer claim to furnish. Too often the proof offered is age of house, square dealing, and other statements of a similar character. All of the proofs at the command of a manufacturer are none too many to quickly convince the consumer that the particular goods offered are the ones to purchase.

A FOREIGN LANGUAGE SERVICE.

A new department of the Johnstone Advertising Agency, of Rochester, N. Y., deals with advertising in foreign languages. According to a folder describing this service, it is more than a translation bureau. It says: "If there is a market for your goods in Canada, you have got to have French literature of the kind that will appeal to the Franco-Canadians. And this literature must be worded entirely different from the kind that would be good to send to France. The Central and South American countries offer a vast field for the manufacturers of Rochester. Johnstone's man knows how to talk to the merchants of these countries in Spanish and Portuguese. Not just merely translations of English, but in the way that the merchants have to be talked to, so that they will buy your goods. The large German population of the United States also deserves to be taken into consideration. The German advertising that Johnstone puts out is not Pennsylvania Dutch, but the kind that would find favor in the eyes of the most exacting Berlineses."

THE tendency with plenty of space at one's disposal is to build up a long argument, one part leading into the next. The result is an admirable case of special pleading, but not good advertising. The ad that conveys most information most agreeably is the one that can be read backwards, forwards, or from the middle.

IN OSHKOSH, WIS.

A correspondent writes:

On May 24th, the Oshkosh *Times* suspended publication after an existence of more than thirty years. In 1898 it was on the point of suspension but was reorganized. For several years a vigorous attempt was made to build up a circulation. The morning field, however, was a difficult one on account of the competition of Chicago and Milwaukee papers. It gradually sunk deeper and deeper in the quagmire of insolvency. In September, 1904 the *Times* was changed to an evening paper. With an indebtedness of more than \$50,000 its career was brief. This leaves the *Daily Northwestern* the only daily in a city of 30,000 inhabitants.

The *Daily Northwestern* is a member of PRINTERS' INK's Roll of Honor. Rowell's American Newspaper Directory for 1905 credits the paper with a rating in Arabic figures showing an average output of 7,231 copies daily during the year 1904.

THREE LEADERS.

Of the twenty-seven class journals devoted to advertising mentioned by Rowell's American Newspaper Directory for 1905, the standard authority, recognized as such by all intelligent advertisers and honest publishers, there are but five which made their actual circulation known.

These five are the *Advertising World*, 19,354; PRINTERS' INK, 14,918; the *Mail Order Journal*, 10,825; *Profitable Advertising*, 5,508; and the *Advertisers' Guide*, New Market N. J., 5,062.

Buying space in the others is like purchasing a bag without knowing what is in it.

Of the five the three leaders—*Advertising World*, PRINTERS' INK and the *Mail Order Journal*—each have, in their respective fields, the largest circulation. This supremacy, incidentally, reflects their influence.

Class papers, like the advertising journals, have no special privileges to hide their circulation from advertisers, and the inclination to do so must have no other significance than that there exists "a very good reason."

Some of these journals prate about publications which keep silent in regard to their circulation, whereas they themselves commit the same offense.

Their publishers somehow don't seem to realize that critics who themselves commit the offenses they deplore, are listened to with broad smiles of comprehension—not with any confidence in what they preach.—*The Mail Order Journal for June, 1905.*

ADVERTISING can be pitched too high. In the attempt to be exclusive it is possible to exploit the ordinary convenience of life in such a light that the average reader will regard them as the peculiar luxuries of millionaires.

A PORTFOLIO from the Ralph Advertising Company, Springfield, O., outlines the principles and policy of that agency and exhibits many specimens of its work in the field of advertising in agricultural journals. The specimens show good command of black and white effects, and are a study in the utilization of small spaces.

THE editor of Rowell's American Newspaper Directory asserts that he cannot be either unfriendly or even friendly to anybody. He has to proceed upon a uniform plan that will fit all cases, because without it no basis for a comparison of circulation would be possible. Whoever will furnish a signed statement of his actual output for a year showing the number printed of each issue and the average issue, aids the Directory work and gains the Directory editor's thanks. Such a statement, duly signed and dated, is always accepted as true until pretty strong evidence of its falsity is brought forward. In an unwillingness to furnish such a statement, exhibited year after year, the Directory editor's experience teaches him to suspect that the withholding of exact information exhibits a desire to conceal the true state of the case and thereby gain a more favorable rating than actual facts would warrant. This may lead the Directory editor to now and then injure his book by giving a rating lower than the paper might have if its business manager were more open and business-like; but the Directory editor never does this unless he is misled, for it is his aim to make his book an authority that may be relied upon by those who spend their money for the purchase of advertising space in newspaper columns.

DEATH OF CHARLES M. HOGAN.

Charles M. Hogan, general manager of the Siegel-Cooper Co., New York, died of erysipelas at his home in Central Park West recently. Mr. Hogan was fifty-one years old, and had been connected with the department store business since 1871, when at seventeen years of age he entered the employ of John Wanamaker. In a short time he was promoted and given charge of the credits and accounting. In 1894 he came to New York and associated himself with the management of the Hilton, Hughes & Co., store. Here he won new fame for himself, and when the Siegel-Cooper store was being prepared in 1896 he was chosen to be its manager. Several years ago he was secretary of the concern. Mr. Hogan was a member of the Sphinx Club, the Aldine Association, an enthusiastic athlete, and had connections with other business interests.

RYERSON W. JENNINGS, proprietor of the Little Hotel Wilmot, Philadelphia, has leased a summer hotel, the Rose Valley Rest House, near that city, and advertises it partly by little footnotes like the following on his Philadelphia bills of fare:

If you have not settled in your own mind where to send the wife and babies this summer, look up what the Guest House of the Rose Valley Association offers. Run out some afternoon or Sunday. The little book at the Cashier's desk will tell you how to get there. Don't expect anything grand. You won't find it. Don't expect an overgrown monstrosity. You won't see it. But you will come across a "homely" sort of a place, where you'll feel at home.

If you wish comfort (not style); if you wish quiet (not music); if you wish home cooking (not French entrees); if you wish plainness (not gilt and stucco), come out and see the Guest House of the Rose Valley Association, at Moylan (Media Branch Penna. Ry.), or take the trolley to Darby, and then on. The conductor will tell you where to get off, this side of Moylan. If interested just a wee bit, the Cashier will hand you a little book.

The Guest House at Rose Valley is greatly different from so many places of entertainment in the country. IT MAKES GOOD! You get eggs that were laid the same day, you get milk with the cream in it, you get butter away beyond suspicion, you get cooking that prevents you from "seein' things at night." The Cashier will hand you a book if you so desire. Anyone traveling on the Media branch of the "Pennsy" would hardly think that right over the hill from Moylan such a beautiful spot as Rose Valley exists. It is owned by the Rose Valley Association. Part of their plan is to make outside people comfortable and contented. The Wayside Inn, called the Guest House, does that. See the little book about it at the Cashier's desk.

Letters, a little eight-page business periodical devoted to form letters, especially the reproduction of them in exact imitation of typewriting, has been started by the H. M. Van Hoesen Company, Chicago, which claims the largest output in this line in the world. The first issue deals with details of the company's plant, as well as with principles of using the form letter, and gives several pages of commendation from prominent firms that are its customers.

A YOUNG UP-STATE AGENCY.

The L. B. Elliott advertising agency, of Rochester, N. Y., is only about one year old, but already has several very desirable accounts, and promises to grow into an important general agency. L. B. Elliott, formerly advertising manager for Bausch & Lomb, that city, retains the management of this company's advertising, and also plans and places the Sen-Sen account. "Rochester needed a general agency," he says, "to take care of advertising already developed and to create further accounts among her manufacturers. Her importance as a manufacturing center is understood when it is remembered that, with a population of 182,000, she has industries capitalized at \$85,000,000. There are sixty-four shoe factories with an annual output of \$12,000,000, fifteen flour mills producing 1,000,000 barrels yearly and 2,750 separate manufacturing establishments. Rochester has the largest thermometer works, the largest button factory, the largest lubricating oil plant in the United States, the largest optical instrument factory in the world, and is the leading producer of photographic cameras and supplies. She leads the world also in seed and nursery stock, and has the largest preserving plant. She is the third city in this country in the manufacture of clothing, with a yearly output of \$12,000,000, and the value of her manufactures yearly is over \$75,000,000."

The *Evening Journal* has appeared as a competitor of the *Times-Dispatch* and *News-Leader* in the Richmond field. It gives promise of being a paper of "known circulation," as Smith & Thompson are its foreign representatives.

At a special meeting of the Board of Directors of the International Advertising Association, recently held in New York City, twenty-two (22) members were elected and the following gentlemen chosen to the directorate: J. M. Bugbee, adv. mgr., Walter Baker & Co. Ltd.; O. H. Cosden, sec'y, Wm. B. Riker & Son Co.; Louis Eckstein, pres., Red Book Corporation. Second annual convention of the association will be held in New York City, Tuesday, October 18th, 1905, continuing two or three days. Committee are already at work preparing a programme for what it is believed will prove to be the most successful convention of advertising interests ever held in the country. At the banquet which will close the proceedings, every branch of the business will be represented by speakers of national and international reputation. Our readers will be duly advised of the programme as issued. It would be a good idea to calendar these dates and be in New York City at this time. The association has inaugurated a Bureau of Information and Statistics for the compilation of data relating to every phase of advertising. A sheet will be regularly issued to its members showing the number of agate lines carried by each of the principal magazines, duly classified by advertisers and headings such as "food," "wearing apparel," "automobiles," etc., etc. The newspapers of the country have been respectfully requested to furnish the Association headquarters with a statement of circulation and the billposting, outdoor sign and street-car interests, a statement showing the volume of space controlled and operated. All this information will be duly classified by cities that any specific inquiry may be speedily answered.

THE *Minneapolis Journal* asserts that it made a record for May which is worthy of consideration. In that month the *Journal* says it ran ahead of its nearest competitor by 171 columns of advertising in 27 issues, while its nearest competitor had 31 issues including four Sunday papers, and also carried 732 columns more than its next nearest daily competitor.

COPYRIGHT MAY BE EXTENDED TO ADVERTISING.

Congress intends to frame a new copyright law next session, and all the interests that depend on copyright, as well as others that really need it in their business, are working on its provisions. For example, despite the growth of piano-players, there is no way of protecting perforated music, either by patent or copyright, while as most advertisers know, advertising has no more protection. A conference was held informally in New York recently to bring out as wide a range of opinions as possible on the subject. The American Newspaper Publishers' Association was represented by Don C. Seitz, Louis M. Duvall and J. S. Bryan, the magazine publishers by W. W. Appleton, G. H. Putnam and Charles Scribner, and the advertisers by Will Phillip Hooper, acting for both the Sphinx Club and the International Advertising Association. Architects, authors, the bar, dramatists, librarians, theater managers, music publishers, directory publishers, photographers, photo-engravers, designers, printers, educators, newspaper artists, illustrators, sculptors, print publishers and other interests were also represented. Herbert Putnam, Librarian of Congress, organized this conference at the request of the United States Senate committee on patents, and is its chairman. A second conference will be held in October to draft a new law, and at a third meeting, just before Congress meets, it will be finally revised.

THE "Olympic," a jeweled one dollar watch, will be placed on the market this fall through magazine half pages, by the makers the S. F. Myers Company, Maiden Lane, New York. Mr. B. Clarke, advertising manager of that firm for the last twenty-five years, will also put on the market a new self-loading fountain pen.

A PIONEER IN ADVERTISING.

Early in his business experience P. J. Healy, one of the founders of the house of Lyon & Healy, Chicago, who died recently in that city, was a believer in advertising. The young firm was scarcely beginning to do business profitably, it is said, when he made an advertising contract amounting to \$12,000 covering the country with the famous little bandmen. Mr. Lyon, the senior partner, rather questioned this move, not believing that the money would ever come back. Mr. Healy was fond of telling how they argued this point before the contract was signed. Not long before he died, in recounting the experience, he was asked, "Did the advertising really pay?" He paused a moment and then replied, "Well, that was over forty years ago; the returns are not all in yet." Until the establishment of the big mail-order houses Lyon & Healy received the second largest mail in Chicago, and still receives the fourth largest. The daily grist of letters, chiefly from advertising, often ran as high as 3,000. As soon as these were answered it was Mr. Healy's invariable custom to have them sent down to the furnaces and burned. He would never waste postage on an inquiry one month old in the hope of getting further business, but always made it a rule to advertise for fresh inquiries. This practice is contrary to the present system of many successful advertising business houses, yet the business man who condemns it must remember that it was part of the policy of the largest house of its kind in the world.

ROBERT F. PAINE has been elected president of the Scripps-McRae Press Association. He was general manager of the association since its establishment, eight years ago.

THE MANITOBA "FREE PRESS."

The publishers of the Winnipeg, Man., *Free Press*, pay cash for a certain number of annual subscriptions to PRINTERS' INK and send the paper complimentary to some of their advertisers, accompanied by the following letter:

We beg to advise you that we have arranged to have sent regularly to your address, which we would ask you to accept with our compliments, a copy of PRINTERS' INK, a journal for advertisers published in New York.

The *Free Press* offers to the advertiser no inducements to contract for a fixed amount of space or for any specified length of service, so that its sole claim to secure and retain patronage consists in its ability to produce results. Marketing its advertising space on this principle, it is of the greatest importance to the *Free Press* that the announcements inserted in its columns should yield profitable returns to its patrons.

The merchants of Winnipeg are recognizing more and more the necessity of producing "business bringing" copy, and it is in the hope that "PRINTERS' INK" may contain articles of interest and helpful suggestions along this line that we take the liberty of placing it before you. PRINTERS' INK is generally acknowledged to be the best advertising magazine published. It is comprehensive in its information, unbiased in its opinions and seasonable in its suggestions.

We bespeak for it a careful perusal of your first number, feeling assured that the interest created will guarantee a cordial reception for the subsequent issues.

Yours truly,
THE MANITOBA FREE PRESS CO.

AN INTERESTING QUESTION.

THE MINNEAPOLIS JOURNAL,
The Great Daily of the Great Northwest,
MINNEAPOLIS, Minn., May 27, 1905.
Mr. Chas. F. Zingg, Manager,
Printers' Ink Pub. Co.,
New York, N. Y.:

DEAR SIR—We notice that in a recent issue of PRINTERS' INK, the advertisement of the Minneapolis *Tribune* under Roll of Honor states: "The Evening *Tribune* is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily *Tribune* in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily."

Kindly inform us if the circulation Guarantee Star of the American Newspaper Directory includes a guarantee by the American Newspaper Directory that the statement above written is true, and if the same offer made by the American Newspaper Directory that they will pay \$100 to the first person who successfully controverts the accuracy

of the statement holds in this case, the same as on the ordinary circulation ratings accorded. If the guarantee does not apply to the statement above written, we beg to submit that PRINTERS' INK is loaning itself to the publication of an advertisement entirely misleading to the advertising public, because this statement is so written and so expressed as that being published in connection with the Guarantee Star it would imply that the American Newspaper Directory guarantees it as well as the ordinary circulation ratings.

We will be glad to hear any expression from you on this matter before we take it up further.

Very truly yours,
W. MCK. BARBOUR,
Advertising Manager.

The Guarantee Star attached to a publication in Rowell's American Newspaper Directory means exactly what the guarantee clause says, no more and no less.

The Directory has no control over its use outside of its own pages. PRINTERS' INK solicits advertisements for its Roll of Honor based upon the facts which Rowell's American Newspaper Directory states in regard to a publication's circulation, stated in Arabic figures, and it insists that they shall be in accord with the Directory. Yet PRINTERS' INK permits a publisher entitled to representation in the Roll of Honor to say anything additional on his own responsibility.

Below follows an exact reprint of the catalogue description of the Minneapolis *Tribune*, as it appears in the 1905 issue of Rowell's American Newspaper Directory:

TRIBUNE; every day (morning and evening editions) except Sunday evening, and **FARMERS' TRIBUNE**, twice-a-week, Tuesdays and Fridays; republican; daily ten to twenty four, Sunday thirty-four to fifty-six, twice-a-week eight pages 18x24; subscription—daily (without Sunday) \$3, Sunday \$1.50, twice-a-week \$1; established 1867; W. J. Murphy, editor and publisher (1-5)

Circulation—Daily: Actual average for 1895, **37,797**; for 1896, **38,706**; for 1897, **40,653**; for 1898, **50,287**; for 1899, **49,086**; for 1900, **55,102**; for 1901, **59,520**; for 1902, **66,872**; for 1903, **72,532**; for 1904, **87,927**.

Sunday: In 1895, **E.** In 1896, **E.** In 1897, **Y.** In 1898, **C.** In 1899, **Y.C.** Actual average for 1900, **29,360**; for 1901, **49,353**; for 1902, **56,350**; for 1903, **61,074**; for 1904, **69,221**.

Twice-a-week: In 1895, **G.** In 1896, **G.** In 1897, **Y.** In 1898, **F.** In 1899, **Y.F.** Actual average for 1900, **37,615**; for 1901, **51,406**; for 1902, **74,714**; for 1903, **65,656**; for 1904, **56,814**.

☞ The absolute correctness of the latest circulation rating accorded the daily *Tribune* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



THE COST OF MANUFACTURING NEWSPAPERS.

A SYSTEM DEVISED FOR THE CHICAGO "TRIBUNE" WHICH IS SAID TO BE THE FIRST SCIENTIFIC METHOD OF ASCERTAINING WHETHER A LARGE NEWSPAPER IS MAKING OR LOSING MONEY ON ITS MANUFACTURE—PUBLISHERS HAVE THUS FAR BEEN SATISFIED WITH GROSS PROFIT OR LOSS—COMPLETE SCHEDULES FOR INSTALLING THE SYSTEM.

In the manufacture of a large newspaper American publishers have usually been satisfied with more or less general results. Generally, all they desire is to know at the end of the year whether the property has paid a profit or sustained a loss. If profit is shown, the business is considered to be in satisfactory condition. If there is loss, expenses are reduced and a greater revenue sought, but only along rather vague lines. With no exact system of watching cost in every department, no distinction can be made between the department that is weak and that which is strong. Retrenchment is apt to be done blindly, and perhaps the department that is curtailed most heavily is precisely the one that is making the most money. Scientific methods of bookkeeping and manufacture are as new to newspaper publishers, it is asserted, as scientific credit methods in accepting advertising.

What is said to be the first scientific cost system ever devised for the manufacture of a newspaper was lately completed for the Chicago *Tribune* by a firm of expert accountants. This system is based upon the latest principles of modern accounting, and follows the details of manufacture from editorial room to delivery through each department, day by day, condensing reports by heads of department into monthly summaries, and finally reducing the whole year's operation to a single sheet in a loose leaf record, infallibly showing profit and loss, strength and weakness, progress

and retrogression, in each department.

"We have never known heretofore where we stood in manufacturing the *Tribune*," says McDill McCormick, publisher of that paper, "and our method of going it in the dark has been that of all other newspaper publishers. Not long ago, for example, an expert took charge of two newspapers that were supposed to be losing, together, \$30,000 a year. Investigation showed that one of the properties was really losing \$120,000 a year, while the other was making money. In our case we found some time ago that on every copy of the Sunday *Tribune* sold we were losing one and a quarter cents—that is, each copy cost us so much more to manufacture than we got for it. Our advertising revenue makes the Sunday *Tribune* profitable, but until we knew what the cost of manufacture was, absolutely and to a dollar, it would have been unsafe to enter upon any campaign for increasing our Sunday circulation. In other words, we were going it blind on a business of millions. The *Tribune* does a commercial engraving business, apart from its own engraving, of \$25,000 a year, and a syndicate news and matrice business for other papers of \$150,000 a year—we supply the complete Sunday supplements of four other papers. On such departments we did not know what we were making or losing, and do not know certainly yet. Our new cost system is designed to show accurately. We have already learned that one of the most costly departments on the paper is that for setting display advertisements. Twenty to thirty per cent of the expense in this advertisement is for changes and revisions in advertisers' proofs. It costs us from \$60 to \$95 to set up a page of advertising for the State street stores."

Mr. McCormick has submitted for publication in PRINTERS' INK a complete set of the monthly schedules of his system, believing that they will interest publishers. If this or a similar system is adopted by all members of the A.

N. P. A., he says, there will result in a very few years a body of data regarding manufacturing cost that will enable the association to

try are unreasonable in their demands for proof revisions, then the publishers as an organization might be able to determine what



MR. MEDILL MCCORMICK, Publisher Chicago "Tribune."

largely reduce certain expenses. is a fair allowance of corrections. If, for instance, it is found that and set a reasonable limit. Current-advertisers throughout the country tailment of unnecessary expense

of this character might result in better rates to advertisers.

The system is all based upon daily reports of heads of departments. Such reports are now universally employed in newspaper manufacture; but in hardly any cases are they used as a basis for compiling summaries. Good in themselves, they have never been scientifically carried out to their logical conclusion. The editorial and business departments of a paper are more or less fixed in their expenses, being based largely on salaries, but the mailing, composing, press and stereotyping rooms use supplies, and with items such as ink, postage, paper, etc., constitute varying charges. The monthly summary sheets in the *Tribune's* system condense the daily reports from each department, a sheet being allotted to the eleven departments of the paper:

Schedule No. 1. Cost of News, Editorials, etc. Gives totals, also separate cost for daily and Sunday issues.

Telegraph News: Wages night editors, copy readers, etc. Office supplies. Maintenance telegraph operators' room. Telegraph news. Telegraph news expense. Telegraph tolls. Cable tolls. Telephone tolls. Salaries special correspondents. Expenses special correspondents. Associated Press weekly. Associated Press special. Laffan service. Lake marine news. Other news associations. Special newspaper service. New York bureau salaries. New York bureau expenses. Washington bureau salaries. Washington bureau expenses. Foreign salaries and expenses. Miscellaneous.

Local News: Executive salaries. Wages assistants, copy readers, etc. Space and specials. Reporters' city expenses. Office supplies. Office maintenance. Publications purchased. Telephone service. Messenger service. City Press Association weekly. City Press Association special. Miscellaneous.

Schedule No. 2. Cost of Paper and Ink. Divided into daily, Sunday and syndicate, and carried out in average cost per thousand eight-page papers.

Paper: Pounds paid for; less wrappers, weight of paper. Waste; white, print, bag. Weight of paper delivered mail room; news, pink, half-tone, music. Eight-pages delivered to mail room; news, pink, half-tone; music. Excess weight; news standard at — lbs. per M. 8-pages, pink standard at — lbs. per M. 8-pages, half-tone standard at — lbs. per M. 8-pages, music standard at — lbs. per M. 8-pages. Cost of excess weight; news, pink, half-tone, music. Gross cost of paper used; news, pink, half-tone, music. Less wrappers; cost, loss, recovered by sales. Gross cost less wrappers. Less

waste; cost, loss, recovered by sales; white, print, bag. Total net cost of Paper (forward). Average per M. 8-pages printed. Average per M. copies printed.

Schedule No. 3. Cost of Etchings and Electrotypes. Gives separate records for daily, Sunday, syndicate and commercial work.

Etching Department: Wages, regular. Wages, overtime. Photo supplies and chemicals. Zinc. Power. Maintenance. Rent. Gas and light. Deferred renewals. Miscellaneous. Total expenses. Total square inches produced. Total cost per square inch. Daily (news), Sunday (news), syndicate, commercial.

Electrotype Department: Wages. Supplies. Power. Rent. Maintenance. Deferred renewals. Miscellaneous. Full page electros made. Average cost per electro.

Schedule No. 4. Composing-room record. Gives total cost of all composition, with separate cost of news, display and classified.

Linotype Department: Labor, news heads. Labor, news body. Labor, display, Labor, classified. Ringmen. Metal. Gas. Power. Maintenance. Deferred renewals. Miscellaneous.

Hand Composition: Labor, news heads. Labor, news body. Labor, classified. Labor, display setting. Labor, display distributing. Labor, display make-up. Labor, display advertisers' changes. Maintenance. Deferred renewals. Miscellaneous.

General: Supervision. Forms and galley. Other labor. Rent. Light. Supplies. Miscellaneous. Proof-room wages.

Schedule No. 5. Cost of Matrices and Autoplates. Daily, Sunday, syndicate and commercial.

Matrix Department: Matrix preparing, wages. Matrix preparing, supplies. Total. Average cost per matrix prepared. Matrix moulding, wages. Matrix moulding, wages overtime. Matrix moulding, supplies. Matrix moulding, power. Matrix moulding, maintenance. Matrix moulding, deferred renewals. Average cost per matrix made.

Autoplate Department: Casting autoplates, wages. Casting autoplates, overtime. Casting autoplates, metal. Casting autoplates, supplies. Casting autoplates, power. Casting autoplates, rent. Casting autoplates, maintenance. Casting autoplates, deferred renewals. Casting autoplates, miscellaneous. Number autoplates cast. Average cost each.

Schedule No. 6. Press-room Cost sheet. Daily, Sunday and syndicate, reduced to eight-page papers.

News Presses: Direct labor, regular pressmen. Direct labor, overtime. Direct labor, subs Friday. Direct labor, subs Saturday. Maintenance, wages. Maintenance, rollers. Maintenance, supplies. Maintenance, power. Maintenance, deferred renewals. Maintenance, miscellaneous.

Color Presses: Direct labor, regular pressmen. Direct labor, overtime. Maintenance, wages. Maintenance, rollers. Maintenance, supplies. Maintenance, power. Maintenance, deferred

red renewals. Maintenance, miscellaneous.

General: Supervision. Rent. Light. Supplies. Miscellaneous.

Schedule No. 7. Cost of Selling Newspaper. Sunday and daily.

City: Clerks' wages. Outside wages. Outside expenses. Printing and stationery. Office postage. Office rent. Sample papers. Miscellaneous and lost papers. Bonus and commissions. Special allowances. Miscellaneous. Total city expenses. Circulation. Average cost per M.

Country: Clerks' wages. Traveling solicitors' wages. Traveling solicitors' expenses. Printing and stationery. Office postage. Office rent. Sample papers. Missed and lost papers. Bonus and com. to dealers. Special allowances. Miscellaneous. Total country expense. Country circulation. Average cost per M.

Schedule No. 8. Cost of Selling Display and Classified Advertising. Daily and Sunday, reduced to average cost per column.

Display Advertising: Executive salaries. Solicitors' salaries. Clerks' salaries. Agents' commissions. New York office. Rent. Potage. Deadhead sketches. Deadhead etchings. Deadhead composition. Deadhead matrices. Deadhead subscriptions. Miscellaneous.

Classified Advertising: Executive salaries. Solicitors' salaries. Clerks' salaries. Agents' commissions. Clerks' commissions. Telephones. Printing and Stationery. Postage. Rent.

Schedule No. 9. Cost of Delivering Newspapers. Mailing, city and country, average cost per M. 8-page papers, daily and Sunday.

Mail Room: Wages, regular. Wages, extra. Twine. Wrappers. Other supplies. Composing galley. Miscellaneous. Rent.

City Transportation: Street car service. Wagon service. Average number horses. Cost per head; hay, feed, shoeing, barn men's wages, drivers' wages, wagon and harness repair. Loss on horses. Rent. Insurance. Premium on bonds. Wagon and harness renewals.

Country Transportation: City wagon service. Street car service. R. P. O. postage. Express. R. R. companies. R. R. stamps.

Schedule No. 10. Exploitation. Totals for daily and Sunday.

City: Advertising in publications. Advertising in billboards and cars. Signs. Corner stands and boxes. Posters and circulars. Cut below carriers. Special salaries. Postage.

Country: Advertising in publications. Advertising in billboards and cars. Signs. Posters and circulars. Cut below dealers. Special salaries. Traveling expenses. Postage.

General: Art supplement purchases. Displaying election returns, etc. Premiums. Miscellaneous.

Schedule No. 11. General Expenses. Daily and Sunday.

Management salaries. Clerks' salaries. Clerks' overtime. Printing and stationery. Postage. Rent. Furniture and fixtures. Miscellaneous office

expenses. Donations. Taxes. Insurance. Traveling expenses. Legal.

These department schedules are then condensed onto a general schedule of revenue and expenses for the entire manufacturing plant, showing not only the total cost of operation, with profit or loss, but the total cost of manufacturing each thousand eight-page papers of all kinds, and the individual cost of each thousand daily, Sunday and syndicate papers. This final schedule also shows what proportion of revenue is earned by the three divisions of the plant:

Schedule No. 12.
Revenue: Circulation. Advertising. Syndicate sales. Miscellaneous revenue. Total.

Expenses: News, editorials, etc. Paper and ink. Producing: Etching, Electrotypes, Composing, Matrices. Autoplates, Press-room. Selling: Newspapers, Display advertising, Classified advertising. Delivering. Exploitation. General. Profit or loss.

The tendency of the expert accountant in perfecting a system of this character is to include too much detail and too many unimportant items that could better be grouped under a general heading. It is believed that the *Tribune's* cost system has been reduced to practical working essentials, involving no unnecessary bookkeeping, yet giving data of manufacture with a completeness and accuracy that will enable the publisher to immediately detect a detail of any department that has gone wrong, and straighten it out, or to concentrate energy behind any individual department that is running ahead as a producer of revenue or profit.

JAS. H. COLLINS.

THE catalogue of the Linwood Cemetery Company, of Cedar Rapids, Iowa, is something out of the ordinary in cemetery publicity. It contains an interesting account of the history of the cemetery, its location and accessibility, a description of the service rendered by the company, and a map of the grounds. Half-tones of fine quality illustrate the booklet. The whole is printed in sepia brown ink.

"OVER the Cocoa Cups" is the title of a dainty little pamphlet that comes from Walter Baker & Co., Dorchester, Mass. The text is in the form of a narrative, into which are woven bits of general information about chocolate, and special information about Baker's.

DISCERNMENT IN ADVERTISING.

As newspaper space becomes more expensive and advertising competition more keen, so grows the need of using this space to the very best advantage. It is not enough to merely fill the space with type. Bold letters and fancy borders may attract the eye and briefly hold the attention; but something more is needed—good convincing English, tersely put and certain to sustain the interest.

To advertise any article with any degree of success necessitates not only an acquaintance with the subject, but the ability to grasp the essential facts concerning it and write about them in the manner you would address a customer who came to your store or office. This is advertising art, and proficiency in it is attainable only at the price of much experience and deep study.

Advertising, in fact, is more than salesmanship. It is the press agent of the seller of products. Behind the printed matter must come the dealer with his goods well displayed. To retain the confidence of the prospective buyer, elicited by the advertisements, the article for sale must be exactly as represented. All the good advertising in the world will not restore confidence, once it is lost because of misrepresented wares.

Advertising is one of the most difficult of studies. And unless the advertiser is thoroughly versed in his subject and has the time to devote to it, he should entrust that department to some one who can enter into the details of selling his product with all the enthusiasm of the dealer, plus the ability to explain convincingly to the public the various merits of the thing advertised.

The advertising representative should understand, in the first place, the product to be advertised, secondly, what constituency is to be reached and, thirdly, the quickest and most economical way to reach it. He is the immediate representative of the advertiser, and with him must feel the pulse of the trade and the people.—*New York Wall Street Summary.*

OPEN-FACED ADVERTISEMENTS PREFERRED BY THIS MAN.

I have not much use for the advertisements that conceal their identity, so I cannot tell what they have for sale until I read the whole article, or maybe have to guess by the address. I do not like an advertisement where it seems they were trying to fool me into reading it.

The first thing I want to know, when I see an advertisement, is what have they got to sell; then if it is something I want, I read it through. If it is difficult to find out about their wares, I look for something plainer.—*Agricultural Advertising.*

A BOOKLET from Ernest F. Gardner, Kansas City, outlines ideas that he believes will bring better results to mail order advertisers. Formerly editor of the *Western Monthly*, Mr. Gardner is now a mail order specialist in that city.

ONE of the distinctive booklets from the Vantine store, New York City, lists the teas carried in stock and gives directions for preparing the beverage in various Oriental ways. The cover is a delicate effect in Japanese straw work, specially executed in Japan.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

ADWRITING IS MY BUSINESS. Whom can I serve? Address "MISS F. K.," care Printers' Ink.

PUBLISHERS needing Business Manager of fine executive ability, address "W. A.," care Printers' Ink.

WANTED—Position with publisher, or in Ad Dept. of Commercial House, by a practical printer. Address "G. A.," care Printers' Ink.

WANTED—Salesmen to handle our line of Advertising Novelties and Badges. Comm. ST. LOUIS BUTTON CO., St. Louis, Mo.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

ADVERTISING SOLICITOR and Adwriter wants position on live daily. Good business-getter. Moderate salary accepted. "D. M.," care of Printers' Ink.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non Printer Advertising Man: get "typewise". 64 pp., 50c postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Adwriter to locate in city of 200,000, splendid opening for good all-around Adwriter. Must be experienced and able to make good from the start. Address "OPPORTUNITY," care of Printers' Ink.

WANTED—Partner and location for County seat Republican Weekly or Semi Weekly, or small Daily. I have the outfit. Write; we will find location. BIRDELL, care of Printers' Ink, New York.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

PUBLISHERS—We want advertising space for Blair's Fountain Pens and Fluid Pencils that will pay 5% profit on the business that it brings. Send copies and rates to BLAIR FOUNTAIN PEN CO., 163 Broadway, New York.

NEWSPAPER MAN, 8 years' experience in all branches of business, seeks permanent location on good daily, as Business or Advertising Manager, in city of 10,000 or over. Highest references. Correspondence invited. Box 347, Joplin, Mo.

ADVERTISING MANAGER. Experienced, would consider favorable proposition for all or half of his time; now and for the past three years with one of the largest firms and advertisers in the country; personal reasons; present employers will recommend. Address "S 578," Printers' Ink.

WANTED—An experienced advertising solicitor to represent a weekly textile publication. Must be able to show a record. Address, giving full particulars of age and experience, with references.

P. O. DRAWER 836, Charlotte, N. C.

A **ADVERTISING MANAGER.** In charge of advertising service department of a trio of trade papers, wishes to devote entire time to planning and execution of a "business-increasing" advertising campaign for a large manufacturing or mercantile concern. Practical experience in writing general, trade and technical copy for advertisements, booklets and catalogues. Address

"C. H. G.," care Printers' Ink.

A **THOROUGHLY EXPERIENCED COMMERCIAL ARTIST**, now in charge of an engraving plant, desires to give attention to some one particular line—Machinery, Shoes or Automobiles. For some one manufacturer in his publicity department. The manufacturer will thus have the benefit of concentrated attention for both advertising and catalogue work—a condition favorable to the production of the best pictorial publicity. "R. W. V.," Printers' Ink.

Y **OUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

5 **TO \$10 A DAY** made by conducting a **MAIL-ORDER BUSINESS** at home or office during spare hours. Small expense starts you. We furnish catalogues, stationery, advertising, etc., supplying merchandise as orders come in to you. Big profits and cash coming in daily. Fine line specialties and novelties. Grand opportunity for ad-men, printers, publishers—in fact, any one—to increase income. Catalogue and terms for stamp.

CHICAGO SPECIALTY CO. (Est. 1885), Chicago.

WE filled 1,124 positions last month. Could have filled more if we could have found the right men. During 1903 we listed over 25,000 high-grade opportunities. Positions paying from \$1,000 to \$5,000 a year now open for competent Salesmen, Executive, Clerical and Technical men. Offices in 12 cities. High-grade exclusively. If you are a capable man, write for plan and booklet. **HAFGOODS (Inc.)**, Brain Brokers, Suite 511, 300 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

CAPABLE MAN, with new and original ideas, to write and plan advertising for a large Distillery placing bottled goods on the market. State age and experience. Address

"ORIGINAL IDEAS,"

Care of Printers' Ink.

A Writing Salesman

can create more demand than several traveling salesmen. Young man of 10 S.-P. (10 Salesman-Power), possessing attractive style and the most comprehensive advertising training, desires position.

"L. C." Printers' Ink.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. **\$3 THE COIN WRAPPER CO.**, Detroit, Mich.
1,000 for \$3. 10,000, \$30. Any printing. **Acme Coin Mailer Co.**, Ft. Madison, Ia.

RARE OPPORTUNITY.

\$2,000 **BUYS** the only newspaper in a prosperous village of 3,500 inhabitants, together with a complete jobbing plant. Failing health and a desire to close a partnership the reasons for offering this plant for less than one-half the purchase price. Must be sold before July 15. Address "D," care Printers' Ink.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the Trust.

HOUSE-TO-HOUSE DISTRIBUTION.

MOLTON'S National House-to-House Distributing Service enables advertisers to place their printed matter into the homes of the people residing in the rural districts, covering thousands of small towns, villages and hamlets, which are seldom covered thoroughly by any other line of advertising. Service is guaranteed; results are sure to be satisfactory, especially during the warm months. Write now for particulars.

WILL A. MOLTON,
National Advertising Distributor,
442 St. Clair Street,
Cleveland, Ohio.

PRESS CLIPPINGS.

SOUTHWEST Press Clipping Bureau, Topeka Kan., covers Kan., Mo., Ark., Tex., O. T. & I. T.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request.
STANDARD INDEX CARD COMPANY,
Rittenhouse Bldg., Phila.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **FIEDMONT FURNITURE CO.**, Statesville, N. C.

MISCELLANEOUS.

OUR AGENTS do make big profits, as every lady wants Handy Hat Fasteners. Mand. and paid by us.
THE FAIR MFG. CO., 556 Sixth St.,
Racine, Wis.
Our catalog of Ladies' and Children's Specialties free.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. **B. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. STANDARD; 61 Ann St., N. Y.

DISTRIBUTING

DISTRIBUTING was placed during the month of April in every town of any consequence in the South by the Bernard Advertising Service for four of the largest users of house-to-house distributing in the U. S. Write for estimate to CHAS. BERNARD, Savannah, Ga.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 39 Murray St., New York. 1310 Pontiac Bldg., 305 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 55 River Street, Chicago, writes advertising—your way—his way.

ADVT. WRITING—nothing more.
Been at it 14 years.

JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

I DO NOT BELIEVE
I that your employment of me would promptly pave your way to "Wealth beyond the dreams of avarice," nor do I ask you to believe it—but I DO IMPLICITLY BELIEVE that such "salesmen" as travel for you through the mails, i. e., your Catalogues, Circulars, Booklets, etc., might be better "dressed" and might possibly "talk" better if I had the grooming of them—and

I FURTHER IMPLICITLY BELIEVE
that my ideas, as they would appear in your literature, would secure for you a sufficient increase in the responses traceable to them—would, in short, "cut enough (extra) ice" for you to take the "sling" out of my bill for "gumming" the necessary "gumption"! There are lots of men who read this column every week—never miss it—who easily might—and, doubtless, often—do more foolish things than to write me for a lot of samples that will show how closely I cling to "humdrum" conventions and kilt-dried futilities in my work. I do not expect any man who may think this aimed at him to show less than 2 cents' worth of interest when he writes me.

No. 35. FRANCIS I. MAULE, 402 Sanson St., Phila.

IS NOT THIS TRUE!

I I question if there be any form of advertising more apt to miscarry than what are known as "Follow-up" Letters, which so constantly "file" their recipients and thereby stamp out any possible hope, of patronage for their authors.

I myself constantly receive circular letters often from concerns who should know better, that are so utterly lacking in fact that they fairly fly to my WASTE PAPER BASKET.

After you have sent your correspondent a presumably adequate and instructive catalogue or circular, and do not hear from him, it were wise to approach the subject for the second time with extreme care if a further hearing be desired.

A "bulldozing" letter on the more or less skillfully disguised lines of "You've had my Catalogue; why the f--- I don't you send me your order!" is an uttering proposition to spread before the man who knows little about you, and can so easily be made to care vastly less. I try to remember that there is always plenty of room for self-respecting "horse-sense"—between the extremes of "bullying" and begging—in such hazy business.

No. 35. FRANCIS I. MAULE, 402 Sanson St., Phila.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. H. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

10 CENTS secures (25c.) Handbook for Women—a trade-bringer as Souvenir or Premium; also number of responses to this keyed ad.
M. CRAYNE & CO.,
Roanoke Building, Chicago.

MODERN ADVERTISING.
CALKINS & HOLDEN describe the theory of general advertising—how this theory is applied to various kinds of business; functions of the advertising manager, the advertising agent, and a digest of the various mediums used, such as newspapers, magazines, billboards, painted signs, street car cards, trade and class journals, as well as circular letters, mailing cards, folders, pamphlets, house organs and follow-up systems. It is the only book of this kind, and the first complete book written upon advertising. Sent, express paid, to any address for \$1.62.

D. APPLETON & CO.,
3 E. 14th Street, New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

BUSINESS OPPORTUNITIES.

In the May 31 issue, page 41, I advertised for a partner with \$5,000, to manage the Hoke Process Sign Works; the place has not been filled; at the lowest estimate there is \$2,000 per year to the right man.

\$am W. Hoke, 52d St., N. R., N. Y.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples free. SMITH PTG. CO., 812 Broadway, Toledo, Ohio.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

FOR SALE.

ONE of the best Weekly Newspapers in South Central Kansas. Official County paper, a money maker. For information address "F.," Printers' Ink.

3-COLOR PLATES, 5 designs, suitable for 3 Blotter. Cost us \$5 set; will sell for \$3.75 per set of 3 plates. Specimen samples, 10 cts.
PENN PAPER CO., 7 N. Sixth St., Philadelphia, Pa.

\$250 BUYS 6-col. Washington, 5x8 Job Press, lot of Type, Cases, Stands, Stock, etc. Good outfit for small weekly, monthly or mail-order work. Send for proofs, samples and description. A bargain. E. HAKREL, Rockport, Ky.

THE well-known publication, TRUTH. Fortune in name for Magazine. No debts. Has had 300,000 circulation weekly. Its pictures advertise it over the world. Title, files, original drawings at great bargain. Might trade for real estate. Address

TRUTH, care Printers' Ink.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN AND ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.50.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 415, Philadelphia, Pa.

PAPER.

BASSETT & SUTPHIN,
45 Beckman St., New York City.
Coated papers a specialty. Diamond & Perfect white for high-grade catalogues.

ADVERTISING AGENCIES.

O'GORMAN AGENCY, 1 Madison Ave., N. Y.
Medical journal advertising exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

DORRUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston Phila. etc.

THE H. L. INELAND ADVERTISING AGENCY handles but one business of a kind.
925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1896. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

YOUR ADVERTISEMENT in 43 Magazines for the price of one. Investigate.
ACME AD AGENCY, 448 Seventh Av., Bklyn, N. Y.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago, employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls cars, distributing.

CANADIAN advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

ADWRITING.

JOHN CUTLER, WRITER OF ADVERTISING.
Box 2312, Boston, Mass.

PUBLISHING BUSINESS OPPORTUNITIES.

TO get into Periodical Publishing. And get in right.
With a small investment or large.
Write or call and see me.
It is my business to know how
To invest for profit and enhancement.
Tell me yourself your capital and your desires.
EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge out catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTG. CO.**, 514 Main St., Cincinnati, O.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KIMBLEY STUDIO**, 245 E'way, N. Y.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

THE REC. Danville, Va. Only evening paper in field. Average circ'n, 2,354. Rates low.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE Circulation 17,500 (66). 253 Broadway, New York.

THE EVANGEL,
Scranton, Pa.
Thirteenth year; 30c. a page line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

ELEVEN physicians are getting rich in Troy, Ohio. The **RECORD**, only daily, is read by 70 per cent of their victims. High-class medical propositions accepted. Minimum rate, 5c., plates.

LEARN SHOW WINDOW TRIMMING!—Full course of lessons for the country merchant in The Cincinnati Trade Review. Send 25 cents for one year's trial subscription. **THE CINCINNATI TRADE REVIEW**, Cincinnati, Ohio.

CRAWTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 300,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

ELECTROTYPES.

WE make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE, Circulation 17,500 (66). 253 Broadway, New York.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
special prices to cash buyers.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties, 25c. com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

ICE CREAM AND SODA SIGNS

List free. **ART SIGNERY**, Wurtsboro, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

Color Barometers. The latest novelty. Can be mailed in 4c. envelope, penny postage. 25c. per 100, including imprint. Send 10c. for sample. **PINK & SON**, 5th. above Chestnut, Philadelphia.

DOUBLE YOUR BUSINESS

I OFFER my service as a Business Engineer for a year. If I succeed in doubling your business, you pay me a small commission. If I fail, you have acquired expensive information and I have lost valuable time.

My booklet—Doubling a Business—will be sent you on request. Write for it on your letter-head. The booklet explains in detail my original trade-expanding plan. Send for this booklet to-day—it is absolutely free.

ALT. F. CLARK, General Mgr.,
THE BARNARD SYSTEM, Dept. 19,
87 Nassau St., New York.

NEW YORK CITY,
740 BROADWAY.

SAN FRANCISCO,
740 MARKET STREET.

S. N. Wood & Co.

*CLOTHIERS, TAILORS,
FURNISHERS, HATTERS.*

San Francisco, Cal., May 27, 1905.

Printers' Ink,

New York, N. Y.,

Dear Sirs:—

We do not know whether our subscription to 'Printers' Ink' has expired so are enclosing \$2.00 to pay for renewal.

The fifty-two numbers of 'Printers' Ink' which a subscriber receives every year contain more practical information on business getting and building than any other publication issued in the United States. Our advertising department certainly appreciates the weekly visit of the 'Little Schoolmaster.'

Yours respectfully,

S. N. Wood & Co.

per *R. C. Ryker* Adv. Mgr.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

In writing an advertisement—or anything else for that matter—it is essential that the strong points of the proposition dealt with be brought out with the utmost force and prominence, and that all matters of lesser importance be subordinated, if not eliminated altogether. If this course is essential in writing an advertisement is it not of almost equal importance that it be pursued in

purpose—a lot of valuable space. The illustration marked No. 2 thoroughly eliminates this objectionable feature.

* * *

The makers of cigarettes show



DO YOU HAVE A BIRD DOG?—THEN YOU WANT

THE Amateur Trainer

BY ED. F. HABERLEIN.

A plain, practical and concise, yet thorough, guide in the art of training, handling and the correcting of faults of the dog subservient to the gun field. A knowledge by authorities and amateurs alike the most practical book on training ever published. The author is a practical trainer of over 30 years' experience whose system is up to date and stands unequalled, the accepted standard.

Realization!

NEW EDITION JUST OUT.—ILLUSTRATED. Comprehensive, popular form, devoid of long-drawn theories, based on practical experience throughout. Not a large volume of pastime reading matter, but guaranteed to contain the most practical information on the subject at any price. Sent postpaid on receipt of price—paper cover, \$1.00; finely cloth bound AND GOLD EMBOSSED, \$1.50. ADDRESS:—

FIELD AND STREAM OFFICE

No. 1

the illustration of an advertisement? Take the ad marked No. 1, for example. This ad exploits a publication which teaches the dog owner how to train his bird dog. Obviously the two important points are the man and the dog. The miscellaneous scenery introduced in this advertisement is obviously out of place, and worse than useless, because it detracts attention from the man and the dog. It also occupies—to no

No. 2

excellent taste in the labels and boxes in which the goods are put up. Most of the cigarette boxes one sees in the cigar store win-



**YOU CAN MAKE CIGARETTES LIKE THESE
HERE IS A PERFECT CIGARETTE MAKER**

THE TURKO CIGARETTE ROLLER

Is the greatest and best remedy for smokers. You can make Cigarettes for yourself and your friends. So simple that you can learn in a minute. One regular TURKO ROLLER was prepared for Twenty-five cents.

Address: CHARLES W. OLIVER, 35 William Street, New York

dows are really attractive and tempting, and this element of neatness and attractiveness has also been carried into cigarette

advertising as it appears in newspapers and other publications. Here is a man who advertises a cigarette roller but who does not seem to have caught the correct idea. Cigarettes must be neat and dainty, but this advertiser uses the heading "You can make cigarettes like this," in connection with a picture which is certainly repellant. The articles shown in this advertisement look like old railroad ties dug up out of the mud. This advertisement would hardly appeal to the cigarette smoker.

The Knabe piano advertisement reproduced herewith wastes a



quarter page of excellent magazine space. This is one of the few advertisements of which it can truthfully be said that it has absolutely nothing to recommend it. Its appearance is not inviting, it is badly balanced and pretty sure to print poorly in almost any kind of a magazine. Even the solitary statement which the advertisement makes is of no particular value. We are told that "The fame of Knabe rests on the solid foundation of all piano excellence." Of course this is something which the maker of

any piano can say, and which most of them have said, either in these words or in "something just as good." This is not advertising in any sense of the word. The making of a bald, unsupported statement of superior excellence conveys no meaning to anybody and will not sell goods no matter how meritorious the goods may be.

Whether you are going to paint this spring or not you cannot fail to be attracted by this National Lead Company advertisement. This is an example of handling space in the most intelligent way. In order to show a man in the act of applying paint to a house it is not necessary to

Are You Going to Paint this Spring?



Painting is always expensive and you want to have it done as cheaply as you can. Where will you economize? By buying cheap paint and saving a little, or by using PURE WHITE LEAD and saving a great deal?

On a \$100.00 job you might save \$10.00 in first cost by using adulterated White Lead or poor paint. PURE WHITE LEAD at \$10.00 more would add greatly to the appearance and *soften* the life of the paint. Which is the cheaper? Take out your pencil and figure the saving yourself. It doesn't take long to prove that the cheap stuff costs the most. It *drags* the next painting bill at least 50% more. That \$10.00 saving is an expense and not a saving, after all.

The cost of painting your house under the price quoted here is not a cost it should be worth your while to know where your money goes and what value you are buying. Our motto "White Lead and Why" answers every question in a simple and helpful way and tells you what brands of PURE WHITE LEAD are pure and what PURE WHITE LEAD should always be applied. It will save you money. It certainly will *improve* the job.

Free on request. Send postal today.

NATIONAL LEAD COMPANY

Large Branch at New York in the West
New York Boston Buffalo Cincinnati Cleveland Chicago St. Louis
NATIONAL LEAD AND CO. CO. PHILADELPHIA
JAMES T. LEWIS & SONS CO. PHILADELPHIA

show the entire village in which the house is located, nor even a carefully drawn or correct representation of a house. The manner in which this advertisement is handled shows plenty of house for all practical purposes and leaves lots of white space for the adequate display of the text. This advertisement occupies a full page in June magazines.

A TWELVE PAGE realty folder from Chas. J. O'Toole, Winnipeg, Manitoba, describes five-acre suburban tracts for gardening and trucking near that city, the arguments being at once tempered and yet enthusiastic.

Vacation Time.

The Summer is here and the happy thoughts of vacation time are uppermost in the minds of those who can afford to slip away from the toils of business for a few weeks or even a few days. Alas, how few of our country publishers who can afford to take any enjoyment out of life simply because they run their business in a slipshod manner, and are forced to keep their nose to the grind-stone three hundred and sixty-five days out of a year, in order to eke out an existence. They will accept advertisements at any old figure offered to them or enter into any old trade deal where they are not forced to pay money. They never seem to figure that their time or labor is worth anything, and when the end of the year rolls around they have less money than at the beginning and their plant is one year nearer the junk shop. For over eleven years I have been preaching "Pay cash for your purchases," but my words have been wasted on I may say thousands of good honest men who are too short-sighted to see their own failings. Send for a copy of my price-list and at your leisure figure up how much you would have saved since last Summer on your ink purchases, provided you had been buying from me. You run no risk, as I guarantee to refund the money also the transportation charges whenever you feel that you are not satisfied with your purchase.

Address,

PRINTERS INK JONSON
17 Spruce St., New York.

COUNTERFEITING

is one part of our business; we imitate original typewritten letters so closely they cannot be told from the original. That is the only kind worth using.

We furnish mailing lists of any class, anywhere, do addressing, mailing, and everything in the circular advertising line.

Our 60 page catalogue is valuable for your office. You could not buy the information in it for \$500.00 if you gave a direct order for it. It's free, with samples of letters, envelopes, etc., also our booklet, "Experience Teaches."

We have been in this business 21 years, and occupy 27 rooms on one floor.

TRADE CIRCULAR ADDRESSING CO.,

125 S. Clark Street,

Chicago, Ill.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

Mr. Arthur G. Battersby, of The Universal Talking Machine Co., 28 Warren st., New York, is presenting to the merchants of the larger towns and smaller cities a plan which seems well calculated to not only stimulate business by increasing trade among regular customers, but to insure a healthy growth by attracting new ones.

A talking machine, the Zonophone, forms the basis for the whole scheme. It is practically the same machine that is sold regularly at \$25. The merchant in each town who first closes a contract with the company, buys twenty-five of these machines, or as many more as he desires at \$12.50 each, including a twenty-four inch brass horn and ten eight-inch records which retail at fifty cents each, making a total value, at regular prices, of \$30. With these machines go a number of contract blanks or leases for the merchant's customers to sign, whereby the merchant delivers a machine at once but remains the owner of it until the customer has purchased goods to the amount of \$30, or any other amount that the merchant may prefer. The contract or lease requires that purchases to the amount fixed upon must be made within a specified time. Only the machine is delivered to the customer, the merchant retaining the records, which the customer must have before the machine can be used, and selling them at fifty cents each, thus bringing the net cost of each machine sent out down to \$7.50, or, a record may be given with each \$5 purchase. The Talking Machine Company makes a contract with but one merchant in each town, and Mr. Battersby not only contracts with a local paper for liberal spaces in which to advertise the scheme over the merchant's own name, but furnishes the copy for the ads

and takes personal charge of every detail, all without extra charge to his customer.

It is a more attractive proposition than the trading stamp to both the retailer and his customers. To the retailer because he controls it in his town—because it enables him to give away something desirable and of almost equal value with the goods purchased; and because, in the records, it adds a side line for which there is sure to be a lively demand and a big profit for a long time, without investment.

He may simply take orders for records at a profit of thirty per cent, or, if he chooses, carry a stock and make fifty per cent. He is pretty sure to "make," either way, for every man who ever owned a talking machine knows the fascination of the thing and the almost insatiable appetite for new records. It is more attractive to the customer because he gets \$30 worth of goods and \$25 worth of talking machine for \$30, instead of spending \$400 or \$500 to get a "present" worth perhaps \$5.

Where talking machines have not come into general use, it is an attraction in itself, and evening or afternoon concerts may be the means of attracting many new faces and, in pretty short order, the dollars of their owners. Some merchants will argue that it is only paying a commission or making a discount for business among regular customers, which would come anyhow. But that is wrong, for the total amount must be purchased within a given time and, in many cases, regular customers will buy for neighbors who are not regular customers, in order to reach the required amount in time to get a machine. That will make the neighbors who are not customers think some, and become custom-

ers themselves, so that they too may get talking machines. And, even if regular customers alone were supplied, the trade in records would very quickly wipe out any possible loss from that source and show a good profit.

I believe it is a part of the scheme to have a few "talking" records made, by which the machine itself, as it stands in the store, may be made to tell the whole story. These may be worked in to advantage between the musical numbers, verifying the newspaper ads and saving a great deal of time that would otherwise be spent in explaining it by word of mouth. The whole idea has been very thoroughly worked out in every detail, and it would seem an easy matter to carry it out successfully, almost anywhere.

An error that is very common among small merchants is to place limitations on any sort of a gift offer, which go far towards defeating the purpose of such an offer. For instance certain lines that are sold on a close margin will be excepted, forcing customers to buy in certain other lines, and more perhaps than they want or can use, in order to get the present. This is wrong. It detracts from the liberality of the offer and leads to arguments or misunderstandings that are anything but profitable to the merchant. Another and greater mistake, which I am glad to say is much less common, is to add a little to the prices in certain lines. Such errors are being corrected all the time, however, either by competition or common sense, and it is only a question of time till they will have disappeared with the "P. M." and other mistakes so common a few years ago.

No doubt, most of those who read this department, remember the old "P. M." scheme. It was practiced mostly in the clothing and furniture lines. The "P. M." was simply a colored tag attached to a "shop keeper," or poor selling article, and bearing in characters which the customer could

not understand, the amount which the salesman would receive, in addition to his salary, if he succeeded in "working off" that particular article. Of course, it worked to the disadvantage of the customer, and indirectly to the disadvantage of the store. The better class of stores then woke up to the fact that the right way to get rid of such merchandise was to put prices on it that would lead people to buy it for just what it was, on price alone. This left no ground for complaint on the part of the customer; but if one was so unreasonable as to complain the money was refunded as freely as though the goods were desirable and easily re-sold.

The "money back" policy has been so generally adopted by merchants big and little, everywhere, that there is little or no need of pointing out its advantages, both to merchant and customer. It is the way the policy is carried out, or rather is not carried out, that calls for comment and correction. In many of the small stores, the money is returned only after much arguing and cross-questioning, and then is returned so grudgingly as to antagonize the customer. In most of the large stores, the customer is offered a credit check instead of the money; and if the money is demanded, it is only after the unwinding of seemingly endless red tape that it is to be had. The merchant had better not offer "money back" at all than to give it back as many of them do. The proper way to refund money is to refund it—to hand full purchase price to the customer without quibble or question, as soon as you have determined that the goods were purchased at your store and are in good condition. Then, after the customer has received the money, ask a few polite questions, explaining that you only wish to know in what particular the purchase was unsatisfactory so that you may avoid dissatisfaction in other customers from the same cause.

The merchant who wants to

make the most of the money back and free exchange privileges should inclose, with every purchase, a printed slip requesting the customer to return the purchase for exchange or refund, if for any reason, no matter what it may be, she would rather have other goods or the money. Of course, wearing apparel, combs, brushes and things of like nature are sometimes excepted, and very properly. Goods to be returned for exchange or refund should be sent for and other goods or the money returned, if the customer cannot conveniently call at the store. It will generally be found that the customer will be much less anxious to desire exchanges or refunds if the merchant is entirely willing to grant them; and of course, the basic idea of the whole scheme is to sell goods that would never be sold but for the return privilege.

* * *

Comparatively few merchants take advantage of the opportunity to distribute advertising matter through the packages that are sent to, or carried away by customers every day. There are many different ways to work it, all to some advantage. For instance, in the packages that go out from one department, inclose a printed circular calling attention to another department—some special offer, or good descriptions of regular goods, with prices. When the offers or some particular offer in your newspaper ad is to hold good for a week or more have some reprints of the ad to inclose with purchases. These are very inexpensive, even when printed on a good quality of paper, because the type is already set and there should be no charge for composition. In addition to these, there is the advertising matter which is furnished by manufacturers, much of which is very good. Advertising matter for this purpose may be anything from a little slip the size of an envelope, to a large booklet.

* * *

There is one kind of package advertising which should be cut

out for good, and that is the kind that makes a walking ad of the customer. The merchant makes his profit on his goods—he has no right to try to make another one by making a huge placard of his customer. The most that is ever done nowadays, by the wise ones, is to print a modest little card on the wrapping paper, reading "If lost kindly return to Johnmakers, 9th Street and Broadway," or something of that sort. It may be that in some cases a reward is offered or hinted at. It wouldn't be a bad idea, for, as a rule, the customer would be willing to pay a small sum for the recovery of a lost purchase, and the reward could be fixed according to the value of the goods returned.

* * *

There should always be a copy of the current newspaper ad conspicuously posted in each department, for ready reference in case of any dispute that may arise regarding it. The newspaper will pull a few extra, clean proofs for this purpose, and if these are neatly affixed to bulletin boards at different points about the store they will not be unattractive and may save considerable time. Many stores also make a practice of posting a copy of each day's ad in each window, and that is also a good idea, particularly so, if the descriptions in the ad match the goods in the window. Care should be taken however, not to plaster the window glass full of ads, for nothing so cheapens and generally detracts from a window as a lot of papers stuck all over the glass. And that brings up another point—don't allow your goods to be covered up by theatrical or circus lithographs. You can't afford to have such things cover up or distract attention from your goods.

RESOURCEFUL.

Advertising Expert—I've written the praises of all these lots but one. I'm afraid you can't sell that one.

Real Estate Agent—What's the matter with it?

Expert—Why, it's on an almost perpendicular hillside.

Agent—Call attention to its wonderful drainage facilities.—*Cleveland Leader.*

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

SCHLOSS BROS. & Co.,
Advertising Department.
Fine Clothes Makers.
BALTIMORE, Md.

Editor Ready Made Department:

Will you, in the interests of good advertising, kindly give me your frank criticism and comparison of these two ads?

I am writing you as the best authority I can think of.

Will you please make your comments as unmistakable as English can be expressed? Thank you. Yours truly,
A. J. DUTTON.

There can hardly be two opinions as to the relative merit of the ads you submit—number two is so unmistakably the better. Number one merely exhausts the visible supply of adjectives, while number two says something definite about the garments advertised. Number one is a hodge-podge of more or less ugly types—there being no less than ten different faces employed, while number two appeals to the eye and the artistic sense by the use of only two different types, with plenty of white space well distributed and without meaningless, mussy rule work. If by any possibility they were written and laid out by the same man, it must have been with the deliberate purpose to make number one appear as a horrible example by the contrast, and I can hardly believe that anybody has seriously questioned as to which is the better ad, either in matter or manner. You're welcome.

This One is Weak in Two Places. The Headline Should Be "Silver Fillings, 50 Cents." "Another Good Habit" Might Apply to Most Anything. And the Question of Quality is Left Open.

Another Good Habit!

Pay 50c. for Silver Fillings. You have been paying twice as much elsewhere. Dr. Sam Jessup, dentist, makes any sized Silver Filling for 50c. Lady Attendant. Swedish spoken.

314 East Main St.,
Galesburg, Ill.

Good One for a Druggist. From the Danbury, Conn., News, in Which Good Ads Are Plentiful.

Spring Sickness.

When you feel draggy, listless, lazy, not really sick, but far from well, what you need is a new supply of rich, red blood. Spring sickness is only an effort of nature to adjust the body to the changed condition of temperature and season. Help the system with Dr. Bennett's Tonic. It is safe medicine that makes good blood, sound digestion and builds up weakened vitality and impaired strength. The ideal medicine and tonic for old and young is Dr. Bennett's Tonic.

BALDWIN & MACDON-
ALD,

258 Main St.,
Danbury, Conn.

This is Very Good But Why Not Print Prices?

For a Five-o'clock Tea.

Nothing can compare with a cup of tea or chocolate and a plate of Nabisco Wafers—so delicate they almost melt in the mouth. Easy to serve—are liked by every one and the acme of correctness for light luncheon.

Other suitable things are Uneeda Biscuits, Butter-thin Biscuits, Graham Crackers, Zu-Zu and Oysterettes.

To be correct, serve any of the National Biscuit Co.'s products for luncheons, picnics and parties. I can furnish their entire line—stock always fresh and the largest in the city. Let us serve you.

M. SCHUPPERT,
30 Dubuque St.,
Iowa City, Ia.

Here's a Hint for Some of You House-furnishing Folks, From the Spokesman Review, Spokane, Wash.

For Rent, Camp-outfits.

Tents, Camp Stoves, Tinware, Dishes, Hammocks, etc. Everything needed for your summer outing.

SAM CROW,
House Furnishing Co.,
227-229 Riverside,
Spokane, Wash.

A Hot Start and a Cold Finish. What a Pity to Wind up Such a Good Argument With the Generalities Contained in That Last Sentence.

A Refrigerator That Is a Machine.

That's the kind you want to buy. Don't buy a box. Get the kind that does some work for you—keeps the air circulating. Refrigeration is the successful application of the cooling power of moving currents of cold air. A big box, with a piece of ice in it, won't give the effect.

We keep the best kinds of refrigerators—those that have been built scientifically—and proved right.

COMSTOCK-AVERY FURNITURE CO.,
Peoria, Ill.

Attractive Proposition for a Stationer to Make. Looks Like a Good Big Money's Worth.

Would You Like Some Monogram Stationery?

Some paper with your own monogram on? You can have 48 sheets of paper, your selection both of paper and monogram with the envelopes to match.

Also a new card plate in Roman or Old English style of engraving with 50 cards.

All this for only \$1.50 if you leave your order promptly.

Don't miss seeing our new stationery—the finest line ever shown in the city. Prices from 25c. a box up.

HANFORD & HORTON,
6 North St.,
Middletown, N. Y.

Good Use of Small Space in the Brockton, Mass., Daily Enterprise.

Dark Room Lamps.

A lamp guaranteed to be absolutely light tight, that burns oil, giving a bright yet safe light to develop by, having one orange and one extra heavy ruby glass, sold elsewhere for \$1. Our price, 50c.

THE BIXBY DRUG
STORE,
102 Main St.,
Brockton, Mass.

Mr. Boyle Has the Right Idea and Expresses it as Below in the Daily Texarkanian, Texarkana, Ark.

Cool Beer For Hot Days.

There is nothing these hot, sultry days so cooling and refreshing as a bottle of good cool beer.

We are also headquarters for Lemp's Draught Beer and we handle the best line of wines, liquors and cigars in the city. Telephone us your wants or call and see us.

DAN BOYLE,
222 W. Broad St.,
Texarkana, Ark.

Here's Something You Seldom See in a Harness Ad—a Definite Proposition—and it Ought to Find Plenty of Takers. From the Baltimore, O., News.

Overhauling Harness.

If yours needs it, a card or a 'phone will bring our delivery wagon to your door; the wagon will bring the sick harness to our hospital; and our harness doctors will completely overhaul, make all necessary repairs, thoroughly wash, oil, polish and redress the leather; all this is worth fully \$3, but just to get you and us acquainted, we will do it for \$1.89.

LITTLE JOE'S,
Baltimore and Howard,
Baltimore, Md.

From John James Browne & Son, "real estate experts and architects" of Montreal, Canada, comes a number of ads which seem to show that all the good real estate advertising is not done in the United States. These ads are notable for the clearness of descriptions and the frequency with which prices are quoted. One of them is a reprint on coated paper of a full page ad, which appeared in the *Montreal Herald* for May 2, 1903. It starts with a statement as to the large volume of business done by the firm (a turn over of \$525,000 in three months), and its exceptional facilities; and this is followed with brief descriptions of properties under the heads of: "Self-contained Residences;" "Cottages, Summer Residences, etc.;" "Speculative Blocks;" "Building Lots;" "Business Properties;" "Flats, Tenements, etc.;" and in each corner is a good half-tone illustration of some property offered for sale, with its location and a few words of description. Taken as a whole it is a decidedly impressive ad, though perhaps not more so in proportion to its size than the smaller and more recent ones, of which the two reproduced below are good examples. Some of PRINTERS' INKS' friends in this line may get a helpful hint from the footnote on the smaller one, which if a thing that is commonly done is *not* commonly advertised.

NOTHING BETTER IN VALUE FOR \$8,000 THAN

Those modern, up-to-date houses on Tupper Street just west of Atwater Avenue. The front is built of Montreal limestone, the interior finish is in whitewood. These houses have not been built by a speculator, but by a client of ours, from our plans and under our supervision, which ought to be sufficient guarantee that they are well built in every respect. Each house comprises:

Basement—Concrete; furnace, etc.
Ground Floor—Drawing-room, music-room, dining-room, pantry, kitchen, servants' room, back and front stairs.

First Floor—Sitting-room, five bedrooms, bath and w.c.

Make it a point to examine these houses before buying. We would consider renting them at \$600. per annum to good tenants on a three-year lease.

JOHN JAMES BROWNE & SON,
Real Estate Experts and Architects.
207 St. James St., Montreal, Can.

SEE THE COLONIAL COTTAGES ON HOLTON AVENUE.

No finer location in Westmount. No prettier exterior anywhere. No better layout exists. No better finish in any house. The best nest egg is a good home. Price only \$6,500.

JOHN JAMES BROWNE & SON,
207 St. James St. Montreal Can.

N. B.—If any person has leased a house and wishes to purchase one of these cottages, we will take the lease off his hands

Dr. Jessup's Acknowledgment That Other Dentists Use Good Material Will Get All the More Consideration For His Statement as to Workmanship.

I Will Agree

that all dentists are using good material, but where I come in is in the great matter of expert workmanship.

Zylonite plates, \$8; 22k gold crowns, \$5; silver fillings, 50c.; gold fillings from \$1 up; cleaning teeth, 75c.; painless extracting, 50c.

No charge for extracting when teeth are ordered. All work guaranteed.

DR. SAM JESSUP,
Dentist.

314 East Main Street,
Galesburg, Ill.

Lady Attendant. Swedish
Spoken.

From the Philadelphia Evening Bulletin.

Play Ball.

The swat of the bat, the whirl of the sphere are the great features of the day.

We have equipped more clubs than any other Philadelphia house.

The reasons—quality and quantity.

Every article is new; each is high grade. We have no seconds, no shop-worn goods.

The prices only are low.

We have the exclusive agency for all the Victor Sporting Goods. We have every other good line.

Remember—for everything in Sporting Goods

KEIM HAS IT
1227 Market Street,
Philadelphia, Pa.

An Alluring Summer Hotel Ad From the Oakland, Cal., Tribune. *An Appetizer from the Washington, D. C., Evening Star.*

"The Groves Were God's First Temples."

All efforts of nature seem to have combined to make the Santa Cruz Mountains the crowning glory of her handiwork.

And Dame Nature added a few extra touches round about Hotel Tuxedo. Write for Booklet.

FRANCIS W. SMITH,
Manager.
Felton P. O., Cal.

This One From the Binghamton, N. Y., Leader is a Good One to Put in Monday's Paper Anywhere—With the Addition of Prices.

This Is Wash Day

and washing is hard to do under any circumstances—, but doubly so if you have to boil the clothes on an old cook stove. Then it's slavery.

Don't be a slave; get a gas range.

BINGHAMTON GAS
WORKS.
Binghamton, N. Y.

Weak Headline—Strong Argument.

If a Man

Would ask you to-day to become a partner in a good paying business where only a little capital was needed, could you do it? When you can save, that is the time to think of the future and its possibilities.

Spending less than you earn will lead you to success and happiness.

Deposit your savings with us—they are here for you any time you want them—and in the meantime they are earning four per cent interest.

CITIZENS' SAVINGS &
TRUST CO.,
Iowa City, Ia.

The Pie of the Season—the Reeves Cherry Pie. Made of fresh fruit and generously filled, while the crusts are as flaky and delicious as can be.
Price, 30c.

REEVES,
1209 F. St.,
Washington, D. C.

A Timely but "Priceless" One From the Williamsport, Pa., Sun.

Gifts to the June Bride—Linens.

Buy fine Linens for the June bride. Nothing will delight here more, nor will anything come in handier for usefulness and service.

This is the store for Linen buying. There's a satisfactory completeness of Linens here that will be hard to find other places. Varieties of fine Linens by the yard, separate napkins and cloths.

Charming designs—floral and scroll napkins to match. Tea cloths, scarfs, squares and embroidered doilies.

THE BUSH & BULL CO.,
Williamsport, Pa.

The Absence of Prices in an Ad Like This is Likely to Convey the Impression That They Are High—Much More Than They Really Are.

The Adjustable Screen

is the thing for comfort. It is absolutely fly proof—will fit either the upper or lower sash of any window. It can be easily put in and taken out from the inside of the house without a mechanic. This does away with the ladder and trouble twice a year. It is so handy in washing windows, adjusting awning ropes and cleaning the window sills. It is as easily raised and lowered in wet weather as in dry. The thumb-screws on the inside can be adjusted to suit. The frame and screen is complete for use. Come in and see it—the good qualities will please you.

ILTEN BROS. & TAEGE,
Granby Building,
Iowa City, Ia.

The 1905 Issue

Rowell's American Newspaper Directory is a book published annually, which gives complete information about the greatest industry in the whole world.

It is complete, succinct and practical.

Collectively the newspapers and magazines of America own more power than all the governments on earth.

In dollars and cents of capital and earnings, the business ranks with the greatest; and in importance, influence and real value, no other compares with it.

Conceive for an instant the obliteration of all the newspapers!

Imagine the discontinuance of all the magazines, and of those journals pertaining to the various trades and professions.

There are more than 23,000 different periodical publications issued in the United States.

Every county has its local weekly. Every city has its dailies. Every trade has one or more journals or magazines. Art and literature in their highest types are disseminated in the great monthly magazines and in the national weeklies.

The growth of these publications in strength and numbers has been coincident with the growth of business in America.

Newspapers and business are interdependent.

Without a dependable statistical record of publications, their growth could never have reached its present proportions, and the difficulties of the transaction of general business would be multiplied.

Not only the advertiser is interested in Rowell's American Newspaper Directory, but every considerable business house has use for it. It is supplemental to the commercial agency book and the atlas.

It is a positive necessity to the man who expends even a few thousands per year in advertising.

It is a profitable investment for the man who expends as little as five hundred dollars per year.

It is valuably suggestive to the man who spends nothing

for general advertising but who believes that "sometime" he may like to consider such a possibility.

Even to those who do not now, and never will advertise, Rowell's American Newspaper Directory is valuable for the information it contains.

The general prosperity and intelligence of any county, or any State, can be judged more quickly and accurately from a knowledge of its newspapers than from commercial reports.

A county with live newspapers is a live county and a good place to get business from.

Trade and credit are best where newspapers are best.

Rowell's American Newspaper Directory gives the name, location, date of establishment, publisher's name, size, date and frequency of issue, politics and circulation of every publication in the United States and Canada.

These are classified alphabetically by towns and States, again by character, or class, or trade.

You wish to know the leading Republican newspaper in Des Moines—turn to Iowa and to Des Moines.

You wish to know if a paper is published in a new Oklahoma town—turn to Oklahoma and the town.

You wish to see graphically how many towns in Indiana are enterprising enough to support papers of over 1,000 circulation—turn to the map of Indiana, which shows such towns and no others.

You wish information of any given line of trade, but you do not know if, or where, or by whom, there is published any journal devoted to that trade—turn to the classification by trades and get the name, place, circulation and frequency of issue.

Is there a journal of taxidermy, of photography, of iron, of mining, of stoves, coal, or hay?

The Directory will tell.

Who better than the editor of a trade paper knows the new and old things of his trade?

The Directory will let you reach him with your query.

Do you wish to judge the conditions in any given town or city? Do you wish to know what your customer is pushing and what is his competition? Do you wish to write him an intelligent letter about his local conditions?

What better than an examination of his local news-

papers containing his own and his competitor's advertising? Where will you find the names and addresses of the papers so you may secure copies?

These are a few of the uses of Rowell's American Newspaper Directory.

It should have a place in every business office where a knowledge of the general conditions of the next county, or the furthest State is desirable.

No man can spend an hour perusing its pages without acquiring a broadened vision of the country, its possibilities, and the facts and potentialities of his own business.

Rowell's American Newspaper Directory differs from other newspaper directories primarily in point of accuracy.

It was established thirty-seven years ago by Mr. Geo. P. Rowell.

Prior to its first issue, there did not exist any published list of American periodicals.

Through all of its years, the Rowell Directory has been the only one which made any serious effort to secure accurate circulation statements from publishers. Its strenuous pursuit of the facts about the number of copies actually printed has made for it many cherished enemies among those who did not wish the truth to be known.

On November 10, 1904, Rowell's American Newspaper Directory passed into the hands of the Printers' Ink Publishing Company. It is an absolutely independent publishing enterprise.

Copies of the Directory are sold only for cash. Advertising space can be secured for cash only.

This is the only Directory of which these things are true.

It is the only Directory seriously regarded by large advertisers, and even advertising agents who publish directories of their own, generally find that they must depend upon Rowell's American Newspaper Directory for real information.

Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.

SEND ORDER AND MAKE CHECKS PAYABLE TO

CHAS. J. ZINGG, *Manager*,

10 Spruce Street (up stairs),

NEW YORK CITY.